PRESENT: Mark T. Brainard, President; Kimberly G. Holston, Executive Assistant to the President; Kathy A. Janvier, Vice President & Stanton/George Campus Director; Lora A. Johnson, Acting Assistant Campus Director, Stanton/George Campus; Kimberly L. Joyce, Associate Vice President for Academic Affairs; Gerard M. Mc Nesby, Vice President for Finance; Judith A. Sciple, Vice President for Institutional Effectiveness & College Relations; Brian D. Shirey, Chief Legal Counsel & Vice President for Human Resources; Ileana M. Smith, Vice President & Owens Campus Director; Stephanie S. Smith, Vice President for Academic Affairs; June S. Turansky, Vice President & Terry Campus Director.

ABSENT: None.

OTHERS PRESENT: Joanne K. Damminger, Assistant Vice President for Student Affairs, President’s Office; Tammy K. Watkins, Assistant Vice President for Marketing & Public Relations, President’s Office; Tim Winstead, Director of Public Safety, President’s Office; Members of the Blueprint for the Future Task Force: Bonnie Ceban, English Chairperson, Terry Campus; Mary Doody, Co-Chair, Assistant Dean of Instruction, Stanton/George Campus; Kerri Faucett, Developmental Studies Chairperson, Owens Campus; Christine Gillan, Director of Communication and Planning, Owens Campus; Cornelia Johnson, Acting Director of Communication and Planning, Stanton/George Campus; Dr. Tommy Lu, Computer Information Systems Chairperson, Stanton/George Campus; Chris Moody, Director of Workforce Development and Community Education, Owens Campus; Paul Morris, Assistant Vice President of Workforce Development and Community Education, Stanton/George Campus; Bill Morrow, Assistant Dean of Instruction, Terry Campus; Lisa Peel, Education Instructional Director, Terry Campus; Dr. Melissa Rakes, Co-Chair, Dean of Student Affairs, Owens Campus; June Roux, Co-Chair, Business Instructional Director, Stanton/George Campus; Justina Sapna, TAACCCT Grant Project Director, President’s Office; Dana Sawyer, Director of Communication and Planning, Terry Campus; Debbie St. Jean, Planning and Institutional Effectiveness Director, President’s Office; Dr. Lisa Strusowski, Co-Chair, Director of Workforce Development and Community Education, Terry Campus; Dr. Debra Troxler, Financial Aid Officer, Stanton/George Campus; Dr. Kathy Vezmar, Math/Physics Chairperson, Owens Campus.

MINUTES: Minutes for the November 11, 2014 meeting were approved as submitted.

ANNOUNCEMENTS:

Dr. Brainard advised Higher Ed Day will take place on Tuesday, March 31 at Legislative Hall. This year’s event will be abbreviated without a reception following; therefore, the large administrator presence at Legislative Hall is not necessary. The style of the brochure is being revamped and a joint opinion editorial will be prepared. The president will attend a Leadership Luncheon at Woodburn.

Due to inclement weather, the Stanton/George Mardi Gras was cancelled on February 21; however, a scaled down version is scheduled for Saturday, March 28 from 7 – 10 p.m. with live entertainment, dancing and a silent auction.
Terry Campus held their annual Chocolate Lover’s 5K event on February 14 and raised approximately $21,000 for study abroad opportunities and the Global Understanding Series. Over 600 were in attendance, including many who had never been on the campus before. Dr. Turansky thanked those members of President’s Council who contributed and those who participated in the event.

Dr. Brainard announced that children of Delaware Tech employees under the age of 15 can participate in campus 5k events free of charge. He asked the Campus Directors to ensure this process is in place moving forward collegewide.

The president requested the campus directors express his sincere appreciation and recognition of outstanding efforts by everyone, particularly the administrative services and public safety staffs, involved during snow emergencies and brutally cold days throughout this challenging winter.

A revised Administrators Listing and Important Phone Number booklets were distributed. Any changes should be submitted to Kim Holston.

**ITEM 1. ADMINISTRATIVE RETREAT UPDATE – Judi Sciple**

This year’s Administrative Retreat is on Friday, March 20 and will run until 2:30 p.m.; immediately following, Dr. Sciple and Mr. Shirey will lead administrators through a discussion with an opportunity to provide feedback on the presidential transition.

**ITEM 2. WORK/LIFE BALANCE UPDATE – Brian Shirey**

Mr. Shirey gave an update on the progress of the work/life balance initiative. A preliminary draft of an adjusted work schedule policy and procedure for Plan A and Plan B has been developed. Mr. Shirey will discuss further during the April Ad Hoc and President’s Council meetings with a tentative plan to have finalized to present at Campus Updates collegewide in May.

**ITEM 3. MARKETING UPDATE – Tammy Watkins**

Ms. Watkins shared the results of the advertising campaign market research. With the assistance of collegewide marketing, research was conducted with current students, influencers (parents/guardians, business leaders, and community) and potential students (high school and post traditional students). The overall concept, tagline, headlines, photography and design were all test marketed.

The objective was to determine the overall effectiveness of the new advertising campaign and to provide valuable guidance as to which headlines, photos and messages resonate with specific audiences to target advertising efforts.

Below is a summary of the results:

- Data indicated consistent findings statewide (there were no variations in our findings from county-to-county or campus-to-campus)
- The tagline is effective and when used with the College’s current brand (logo, colors) it effectively communicates the desired message
- Overall, the headlines “Job Ready” and “70% of our students graduate debt free” were top choices for billboard messaging for community, potential students (high school and adult/post-traditional) and parents/guardians
• The messaging (headlines) was clear and understood in both billboard and print
• The photographs were well-received. Photos were indicated as the most important element of the advertising material
• Quality, updated photos showing diversity and hands-on learning are essential
• The placement of ads should align with channels of preference for each target market:
  o Community/Adult Market – mall, television, online
  o Business leaders/Influencers – online, billboard, social media
  o Potential students/High School – online, social media (many mentioned posters in high schools)
  o Parents/Guardians – billboard, television (local news), online
• Digital or online/social media was mentioned as a preferred channel by all groups
• Newspaper and magazine were the least popular channels in all groups
• The response to the advertising campaign, and feelings about the College after seeing the campaign, was overwhelmingly positive
• No changes are needed in the campaign with regarding to the overall campaign concept, tagline, messaging and design

A billboard will be placed in each county and three designs will rotate every two months for the duration of six months.

ITEM 4. UPDATE ON METHODS OF COMMUNICATION – Joanne Damminger, Kim Joyce, Tammy Watkins

As part of the work of the Student Success Committee and marketing, Dr. Damminger, Dr. Joyce and Ms. Watkins provided an update on the methods of communication and the channels (or tools) for distribution.

This is based on the best use of existing technology combined with the types of communication with Delaware Tech students and employees. It is also based on input from the findings of the “Communicating with Our Students” survey conducted by the Student Success Committee.

Below are the channel, audience, type of communication and guidelines which were reviewed:

• The portal (MyDTCC) is used to distribute information to students and faculty/staff regarding activities, events, workshops, announcements from the President, and administrative appointments
• Portal messages can be sorted by students or faculty/staff or both
• Portal messages are deployed by AVP of Marketing & PR and the Campus Marketing and Public Relations Office (through the Directors of Communication and Planning)
• Students indicated in the survey that they preferred to receive information on events, activities and general information through the portal
• Banner Communication Module (BCM) is used to send mass emails in the form of a campaign to students
• BCM is not available to send email to faculty/staff
• BCM can be sorted by specific student populations (slice and dice different populations)
• Campaigns are complex, automated, timely, interactive messages
• Email campaigns are guided by the Student Communication Calendar and communicate important official College business (registration information, financial aid, business office)
• Students noted in the survey a preference to receive important official college business through email
• BCM campaigns are deployed by Institutional Research (Dan Larson and Jason Silverstein)
• Blackboard can be used to send one-time important mass emails to students or faculty/staff or both (These would be emails that are not already part of a student campaign)
• Blackboard is the most efficient tool for one-time mass emails to a mass audience (all students or all faculty/staff) and can send attachments
• Blackboard is currently used by faculty to email students per class, by the Deans of Instruction to email faculty, etc.
• Recommended to use the same process that is in place for posting a MyDTCC message as to send one-time mass emails to students – reviewed and deployed by AVP of Marketing and PR (collegewide) and the Directors of Communication and Planning/Marketing for the campus
• The Administrative Assistants to the Campus Directors can also be set-up and trained to deploy important one-time emails to campus faculty/staff or students
• Delaware Tech ALERT (Regroup) is the college’s mass notification system used to send text and voice-to-text messages to students, faculty, staff and the general public who opt-in to receive emergency messages
• Currently used for high level important communication appropriate to a mass audience (closings, delayed openings, etc.)
• Delaware Tech ALERT cannot be sorted by specific groups (only by campus location)
• Deployed by AVP of Marketing and PR and Directors of Communication and Planning/Marketing

The review of available methods was necessary to organize communication and ensure that the right channel is used for the right communication. The one-time emails is an area which can be streamlined. Currently, one-time emails are sent by DIET or Institutional Research through BCM. The process that is currently in place for MyDTCC announcements would be an appropriate process for one-time emails to students (either campus or collegewide). (Example: S/W parking garage.)

Students indicated in the survey a preference to receive important official college messages though texts. It was agreed that the College should communicate more through text messaging. A pilot will be performed for non-emergency text messages through Delaware Tech ALERT. However, the message will be changed to Delaware Tech REMINDER rather than ALERT. These messages would be sent very infrequently because everyone who has opted into the system receives them. These messages would contain highly important information appropriate for a mass audience. (For example: Delaware Tech REMINDER: Registration for the summer and fall semesters begins May 12.)

Since the Regroup ALERT system is going to be used for additional messages, there should be a mechanism in place to allow individuals to opt out of receiving those additional messages and continue to receive the emergency notifications.

The Council approved the recommendation as proposed for the use of Blackboard to send one-time mass emails to students as well as to campus faculty/staff.
Further research was suggested to explore options of a system that could enhance the amount of data available such as the Early Alert System utilized at other institutions.

Dr. Joyce gave kudos to Ms. Watkins and Dr. Damminger as well as to Mr. Larson for a year long process.

**ITEM 5. PUBLIC SAFETY UPDATE – Tim Winstead**

President Brainard welcomed Director Winstead to his first President’s Council since joining the College as Director of Public Safety in December 2014. He has been a welcomed addition and has not skipped a beat.

He gave the following Public Safety update:

**Policy and Procedures:**

1. The development and implementation of a Public Safety policy manual continues. Director McLaren drafted/acquired approximately 10 policies relevant to public safety and personnel requirements. Director Winstead is working on additional policies for: ballistic vest use, uniform appearance, found property, as well as a memorandum of understanding (MOU) for the Child Development Center (CDC) in case of a required evacuation. Review of the policies by Director Winstead and Liz Olsen is ongoing.

2. Director Winstead and Liz Olsen will meet with Dover Police Chief Paul Bernat on 2/26/15 to discuss the possibility of DSP investigating any incident involving the use of deadly force by a Constable / PSO. Currently four different police agencies have jurisdiction at Delaware Tech campuses. Similar meetings will take place with the other respective police chiefs.

3. Director Winstead is attempting to coordinate with the DSU Police Department on an evacuation plan for the children (100) in the CDC. Efforts are underway to secure the use of DSU buses to transport the children and staff to the former Sheraton Hotel.

   Drs. Smith and Turansky thanked Director Winstead for his successful efforts to ensure there is a plan to evacuate the Child Development Center off the campus in case of an emergency.

**Equipment:**

1. An additional “Blue Light” (emergency phone) will be installed near the OOP parking lot. Chief Schaible is working with Administrative Services to coordinate this project.

2. Evacuation stair chairs have been delivered and installed at the George, Stanton and Terry Campuses. Bill Wood has ordered a chair for the Owens library.

3. Director Winstead has worked with the Campus Chiefs to ensure that Public Safety uniforms worn by personnel are consistent collegewide.

4. Director Winstead is attempting to ascertain if the Department of Public Safety would qualify as a LESO (Law Enforcement Support Office) recipient. This would permit Public Safety to receive surplus government property at no charge. A letter was sent to the State coordinator at DEMA.
Projects/Updates:

1. A lighting audit has been completed at all campuses. The outcome, with recommendations, will be provided to Campus Directors for review and action.

2. The 2015 Public Safety Capital Budget Technology projection has been completed and provided to Jerry McNesby for review.

Operations:
Nothing additional to report at this time.

Training:

1. A new 188-hour constable training class begins on March 2, 2015 and will be attended by four (4) new DTCC Constables.

2. Mike Terranova permitted two (2) additional Constables to attend the certification instruction for OC spray/baton/handcuffing, which eliminated the need for an outside vendor to provide the training at additional cost.

3. Director Winstead is working with campus staff to provide the required CPR/AED/First Aid training to Constables which will eliminate the need for an outside vendor to provide the training at approximately $70 per officer.

4. Two Constables are being trained as Instructors in OC Spray and Baton which will eliminate the need for an outside vendor / agency to provide the training at additional cost.

Human Resources:

1. Two (2) new Constables were hired at the George Campus effective 1/12/15.

2. Two (2) new Constables were hired at the Owens Campus effective 1/12/15.

3. Two Public Safety Officers have resigned at the Owens Campus during February.

4. One (1) new Constable was hired at the Terry Campus effective 1/5/15.

5. A Public Safety Manager resigned at the Stanton Campus. The position was posted and has closed 2/24/15. Interviews are forthcoming.

6. A total of five (5) Public Safety Aids have been hired at the George (1), Stanton (2), and Terry (2) campuses effective 1/12/15. They are Criminal Justice students who will assist public safety officers with various assignments / tasks.
**Notable Incidents:**

1. On 1/30/15 two individuals were observed videotaping students at the entrance to the Terry building. They advised Public Safety personnel they were students and conducting a “Social Experiment” for a class they were taking at the Owens Campus. It was determined they were not current students and they left the property. The video appeared on YouTube and there was a story in the News Journal.

2. On 2/6/15 the fire suppression system in the cafeteria of the Terry Building activated due to the exhaust fan over the grille not functioning properly. Responding agencies included the Dover Fire Dept., Dover City Fire Marshal, State Board of Health Inspectors and campus personnel from Public Safety and Administrative Services. The cafeteria was closed for several days due to contamination from the chemical agents released by the fire suppression system.

3. On 2/20/15 there was a reported sexual assault at the Quality Inn near the Stanton Campus. The suspect reportedly fled in a vehicle in the direction of the campus. Security measures were put in place by Public Safety personnel. The incident was found to be unfounded.

4. On 2/23/15 a domestic related assault occurred near the library at the Stanton Campus. The suspect fled but was later located on campus. The incident was turned over to Delaware State Police for further investigation.

5. No notable incidents occurred at the George Campus in Wilmington or the Owens Campus in Georgetown.

**ITEM 6. DEVELOPMENT UPDATE – Judi Sciple**

Dr. Sciple provided the following update:

**Annual Contribution Requests**

A letter of intent was submitted to AstraZeneca in February to apply for an annual grant. This request was verbally approved in the amount of $18,000, the same amount received by AstraZeneca in 2014. This grant will be split evenly among the campuses to support Nursing and Allied Health scholarships and summer STEM camp scholarships.

In addition, a workforce development grant application was submitted to the Bank of America Charitable Foundation for $100,000 to continue funding of the Employment Services Specialist positions at each campus. These positions provide career placement services for students in the non-credit programs. The amount of this grant in 2014 was $50,000.

Finally, a request for $7,500 will be submitted to DuPont to support summer STEM camps for kids at all campuses.

Dr. Sciple also discussed several new collegewide requests which will be made in the near future and provided an update on the upcoming Employee Giving Campaign, JP Morgan Chase grant activity and identification of 2015 grant priorities.
ITEM 7. LEGISLATIVE UPDATE – Brian Shirey

Mr. Shirey distributed an updated listing of pending and new legislation affecting the College.

ITEM 8. STRATEGIC ENROLLMENT MANAGEMENT FRAMEWORK – Stephanie Smith and Kim Joyce

This item was deferred to a later meeting date.

ITEM 9. DISCUSSION ON EMPLOYEE RECOGNITION EVENT & EXCELLENCE AWARDS – Kathy Janvier, Kim Joyce, Judi Sciple, Brian Shirey, Stephanie Smith

The College’s Employee Recognition event will be held on Thursday, May 21 at the Stanton Campus. The theme of this year’s Employee Recognition event was discussed.

Faculty and staff celebrating 5, 10, 15, 20, 25, 30, 35, 40 years of service will cross the stage to accept their award. Certifications and degree recipients will be acknowledged.

Ms. Smith will be coordinating Excellence in Teaching Awards; Dr. Joyce, Excellence in Student Success Awards; and Mr. Shirey, Excellence in Service Awards.

Submissions for all program information are due to Paulette Mason by Friday, April 17.

Dr. Sciple is coordinating the morning ceremony and Drs. Janvier and Johnson are facilitating room logistics and the luncheon.

ITEM 10. DISCUSSION ON FINANCIAL PLAN – Jerry McNesby

President’s Council discussed the College’s draft financial plan which will be reviewed and discussed at the April meeting of the Board of Trustees.

ITEM 11. FY16 BUDGET UPDATE – Jerry McNesby

Mr. McNesby highlighted the recent outreach which took place both prior to and following the College’s budget and bond bill hearings. The message has been well received defining how the College is different and therefore is in need of new solutions to address the aging infrastructure.

Dr. Brainard and Mr. McNesby will present at each of the upcoming Development Council meetings and address the collegewide needs rather than a campus-specific focus.

ITEM 12. DISCUSSION ON GRADUATION THEMES – Mark Brainard

The Council shared thoughts about possible graduation themes and speakers and will keep the President informed.

ITEM 13. DISCUSSION ON INSERVICE – Mark Brainard

The fall 2015 in service will be held the first day that faculty return to campus, Thursday, August 13.
ITEM 14. DISCUSSION ON PAUL K. WEATHERLY AWARD – Mark Brainard

Possible nominees were discussed for the Paul K. Weatherly Award which is presented to an individual who has made outstanding contributions to Delaware Tech and who best exemplifies the ideals of the community college spirit.

Categories to be considered in selecting the recipient are:

1. The nominee’s commitment to the community college philosophy of equity and access in the pursuit of educational excellence.
2. The extent and duration of the nominee’s relationship with the College.
3. The impact of the nominee’s contributions to the stature of the College in the community.

Recipients will be presented with an engraved plaque by the Chairman of the Board of Trustees. A plaque acknowledging the recipient will also be placed in the President’s Office and selected campus locations.

ITEM 15. REVIEW DRAFT AGENDAS FOR APRIL 14, 2015 BOARD AND EDUCATIONAL FOUNDATION MEETINGS – Mark Brainard

The next meeting of the Board of Trustees is scheduled for April 14, 2015 at the Stanton Campus. Committee meetings and Annual Educational Foundation Committees/Board Meeting will be held prior to the regular Board Meeting. President’s Council reviewed draft agendas for those meetings.

ITEM 16. REVIEW DRAFT APRIL 14, 2015 PRESIDENT'S COUNCIL AGENDA – Mark Brainard

The next President’s Council meeting will be held on April 14, 2015. A draft agenda was reviewed.

ITEM 17. BLUEPRINT FOR THE FUTURE TASK FORCE UPDATE – Stephanie Smith and Task Force Members

Dr. Brainard welcomed the members of the Blueprint for the Future Task Force and expressed his appreciation of the time taken to be in person to receive his and the rest of President’s Council’s gratitude and recognition for the outstanding work product being presented today.
Overarching Blueprint Recommendation I: Strengthen educational programs to prepare students for careers with high demand jobs that pay a family-sustaining wage.

Overarching Blueprint Recommendation II: Facilitate student readiness and transition into college.

Overarching Blueprint Recommendation III: Enhance the student learning experience to increase student success and completion.

Overarching Blueprint Recommendation IV: Enlarge the College’s partnerships and refocus College roles and operations to take advantage of new opportunities to serve students and increase institutional value.

Overarching Blueprint Recommendation V: Ensure funding and effective use of resources to support both access and student success.

Overarching Blueprint Recommendation VI: Reinforce the rigor and transparency of College outcomes assessment.

The process to develop the recommendations was very open and solicited input and feedback from the College community through multiple channels.
The Task Force recognized Ms. Smith, thanking her for excellent leadership and organization throughout the entire process. Each member learned so much as a result of this initiative and working so closely with the entire team and process.

President Brainard congratulated the Task Force on such a tremendous accomplishment in a very short amount of time. Dr. Smith said, "The task force members serve as phenomenal architects of our future."

The meeting adjourned at 12:30 p.m.

Submitted by:

Kim G. Holston
Kim G. Holston
Executive Assistant to the President