

## **APPROVED**

### **MORAIN VALLEY COMMUNITY COLLEGE 9000 West College Parkway Palos Hills, IL 60465**

The Governing Board of Moraine Valley Community College, District No. 524, Committee of the Whole Meeting, was held on Tuesday, December 3, 2019, in the Board Room D219, 9000 West College Parkway, Palos Hills, Illinois 60465.

#### **I. CALL TO ORDER**

The meeting was called to order by Chair Kimberly Hastings Cristelli at 6:05 PM.

#### **II. ROLL CALL**

Present: Kimberly Hastings Cristelli, Chair; Bernadette Barrett; John Coleman; Joseph Murphy; Patricia Joan Murphy; Brian O'Neill

Absent: Beth McElroy Kirkwood; Andrew Williams, Student Trustee

#### **III. COMMUNITY SURVEY RESULTS**

Collin Corbett, of CorStrategies, reported on the results of a community survey conducted on behalf of the college by EOSullivan Consulting. The results indicate that the college is well positioned to move ahead with a referendum in 2020, should it choose to do so. The survey sought support for three funding levels, with nearly equal support for the minimum and medium funding levels at 32 and 31 percent, respectively. The maximum level of funding lagged behind at 16 percent. There was strong support (80%) for some level of additional funding, compared to 13% for no additional funding. Mr. Corbett indicated that this was significant, since this type of survey typically sees 20-30 percent for no additional funding, and was another indicator in favor of moving forward.

Mr. Corbett responded to questions concerning numbers of respondents, indicating that the results include only completed surveys. He indicated that next steps include getting the bond language together and putting information together for an informational campaign that would include the contents of the referendum, the benefits, the tax impact, numbers, etc. Separate from that would be the development of a community committee that would engage the

public through providing information and encouraging support of the referendum. No public tax dollars would be used for the community committee.

The total number of survey contacts was requested, as well as a geographical breakdown of responses. Mr. Corbett will provide an excel spreadsheet with this information. There was a discussion of potential upcoming elections and voter turnout rates, with either election in 2020 as more favorable over waiting until 2021, and the March 2020 election more favorable than the November election. The wording on the ballot was also discussed, focusing on the choice of general or more specific language on the ballot, spelling out what is intended through the referendum.

Dr. Jenkins indicated that direction is requested in order to develop a resolution for the December Board meeting. She reminded the Board that this discussion began in July at the Board retreat and that the capital funding allocated by the state, according to information received from the Capital Development Board, will not be released for four to six years. As a result, she is recommending that the Board seriously consider the opportunity for the college to expand and grow programs to serve the community. She indicated that the Health Science building would be a priority, and the other projects that are included in the Facilities Master Plan would occur somewhat as a domino effect as spaces are vacated.

Mr. O'Neill suggested targeting March.

Mr. Murphy indicated his support for moving forward in March as well.

Ms. Hastings indicated her very solid support for the college and its value to the community but expressed concern over the short timeframe and an increase in property taxes. She indicated that community, elected officials, and union leaders have not been talked to yet for their support. She indicated that a new building would be built as opposed to fixing the older facilities and there was still some uncertainty over the costs for a new facility, indicating that she felt moving forward would be somewhat of a risk.

Ms. Murphy indicated that her concern was with enrollment and whether the college would be able to sustain a new building if there were a recession.

Mr. Coleman indicated his support.

Ms. Hastings asked that trustees take the opportunity over the next week to ask questions or seek clarification and this issue could be discussed at the December Board meeting.

Dr. Jenkins reminded the trustees that a resolution must be considered by the Board at the December meeting in order to place a referendum on the ballot for March. She indicated that the discussion of the Facilities Master Plan included some renovations that could occur only if spaces were vacated following the construction of a new building because the campus does not have enough available space for all of the proposed projects, such as a new STEM Center. She shared that the union leaders of the Support Staff and the Faculty Association are very supportive. She indicated that any questions from the trustees will be addressed.

#### **IV. REPORTS**

##### 5.1 Enrollment Report

Dr. Sadya Khan, Director of Institutional Research & Planning, shared the Fall 2019 Enrollment Report, which reports credit headcount at 13,032, which is down 5.3 percent and credit hours of 115,678.5, which is down 7.5 percent. Demographic information was shared, as were the most popular majors, including Liberal Arts Transfer, Science Transfer, Criminal Justice, and Nursing. She indicated that this is one of three official enrollment counts that are reported to the state—census day, midterm, and end of term, which catch some of the late-start class enrollments. Online credit hours are at an all-time high and have increased by 5.7 percent since last fall and 30.5 percent in five years. Dr. Khan noted some impacts, internal and external, that affect this enrollment report. The Cook County Sheriffs program enrollments were removed from enrollment counts in fall 2018, but still show up in historical trends; not all dual credit enrollments are in by census day; and late-start class enrollments are not all necessarily counted, as enrollment is ongoing. External impacts include the fact that high school populations are declining, outward migration of college students from the state, and competition from four-year schools. Additionally, with low unemployment rates during a good economy, fewer people enroll in higher education, compared to 10 years ago during the recession, when Moraine Valley had its all-time high enrollments. This situation is common to Moraine Valley's peer institutions and across the state. Illinois community colleges are down 4 percent from last fall and 14 percent over five years. Moraine Valley is ranked in the top five of the 39 Illinois community colleges for FTE (full-time equivalency).

## 5.2 Recruitment and Retention

Dr. Darryl Williams, Dean of Enrollment Services, shared a report of enrollment recruitment, retention, and completion efforts, which shows that Moraine Valley's retention rates of full-time, first-time students is higher than a comparison group. Dr. Williams shared strategies and goals that will increase and manage the conversion rates of inquiry sources, high school graduates, non-traditional adult and under-represented students, and community participation rates to maximize recruitment opportunities. Other considerations include a restructuring of the new student onboarding process, express enrollment, assessing community needs for program development, and investing more in relationships. He outlined a number of key activities to achieve a greater presence in all communities for the college. He reported that Moraine Valley has the highest proportion of its district served through credit programs compared to peer colleges currently and for the past several years, even with a decline in enrollment. He reported that next steps focus on continuous improvement by continuing to engage all stakeholders on their roles to increase enrollment and retention and reviewing current practices to ensure a positive impact on student enrollment.

Dr. Pamela Haney, Vice President of Academic Affairs, provided information about off-campus sites, indicating that all off-campus sites are fairly flat from fall 2018 to fall 2019. Dual credit for off-campus is up by 11 percent, and specifically, Blue Island (BIEC) is down by 13 percent and the Southwest Education Center (SWEC) is down by 32 percent (a decrease of 408 and 533 credit hours, respectively). Dr. Haney reported on several factors that may have affected the enrollments at these sites. Between 70-80 credit classes are offered at BIEC and 40-45 credit classes at SWEC. Some non-credit classes are offered at each site, as well, as are student support services such as academic planning, financial aid and testing. She reported that SWEC brings in rental revenue in the amount of \$58,700 for FY19. The Cook County Sheriffs are at SWEC and have been at the college since 2001. Dr. Haney reported that they will be looking at that partnership and how it impacts the college. There was a discussion of the fact that the college no longer receives apportionment for the students in this program or rental revenue and thoughts about how to move forward. Dr. Haney concluded her report by outlining additional efforts to support enrollment and retention, including advertising, marketing, and social media; attendance at village Chamber events; surveys and phone calls to students, and the new "winter session," reporting that all sections for the winter session were full.

**V. AUDIENCE PARTICIPATION**

None.

**VI. ADJOURNMENT**

The meeting adjourned at 7:33 PM.