



**Minutes
Greenville Technical College Area Commission
Barton Campus
Administration Building (123)
Executive Board Room**

March 21, 2018

Members Present

David Stafford
Kenneth Southerlin
James Blakely
Paul Batson
Coleman Shouse
Jo Watson Hackl
Keith Smith
Hunter Howard
Ray Martin
Dean Jones (phone)
Dr. Burke Royster
Ray Lattimore

Staff Present

Dr. Keith Miller
Jacqui DiMaggio
Lauren Simer
Dr. Jermaine Whirl
Susan Jones
Dr. Matteel Jones
Ann Wright
Wendy Walden
Becky Mann

Guests

Keith Munson
Steve Burry

Call to Order and Welcome

Chair Stafford called the meeting to order at 12:15 p.m. and welcomed members of the board, staff, and visitors. Chair Stafford announced that in accordance with the Freedom of Information Act, the press had been notified of the meeting, but no press members were in attendance. Chair Stafford acknowledged that the agenda was posted on the GTC website. Chair Stafford also acknowledged that a quorum of Board members was present.

Chair Stafford reminded the board that Dr. Royster has agreed to chair the Nominating Committee. There will be a slate of proposed officers presented at the May meeting.

Chair Stafford stated that the February retreat captured important feedback on the four focus areas for the 2025 strategic plan process. The four key areas are 1) educational programming, 2) technology (infrastructure and classroom), 3) facilities, and 4) outcomes.

Chair Stafford attended a special CHE meeting for the 33 institution board chairs last week in Columbia. There were approximately ten institutions represented. At the request of Chair Stafford, Mr. Batson will provide electronic copies of the two valuable articles covered at the

meeting (CHE Public Agenda 2017 and CHE Issues in Higher Education in South Carolina - 4-Year Public Institutions).

Approval of Minutes

December 13, 2017 - Mr. Lattimore requested a modification to the minutes adding him to the list of attendees. Mrs. Hackl made a motion to approve the December 2017 minutes as modified. Mr. Howard seconded the motion. The motion carried.

February 20, 2018 – Mr. Southerlin made a motion to accept the February 2018 minutes as submitted. Mr. Shouse seconded the motion. The motion carried.

Finance Report

Year to date revenues for the first eight months of the fiscal year are 1% above the year-to-date budget and 2% below the actual. The most significant variances are:

Student revenues are above the budget and the year-to-date actual revenues. Registration for the Summer Semester will start next week.

County revenues are substantially above the budget and the prior year. It is anticipated that county revenues will be on target or slightly above the budget at year end.

State appropriations are at the expected level for February although they are significantly below the prior year. Appropriations of \$1.9 million were received earlier this month and will be reflected in the March stats.

Auxiliary services revenues continue to lag behind the budget and the prior year. The college continues to work on less expensive options for academic materials. There is also an increase in competition that the on-campus bookstore will help turn around next year. The book store is expected to end the year below in revenue and expenses for auxiliary services.

Other revenue is 16% over budget and the prior year. The budget is based on a five year rolling average of the revenues, and occasional timing differences can result in variances. There were increases related to revenue from the Clemson academic program agreement.

Expenses are 2% above the budget and 3% above the prior year. The most significant variances are:

Student support is below the budget and the prior year. There were some savings resulting from the canceled call center contract. The college went out with an emergency procurement for a call center, and a new contract will be signed today. An increase in savings is not expected for the rest of the year.

Operation and maintenance of plant are below the budget and the prior year because of timing differences of some utility invoices and expenditures on projects.

Administrative and general expenses are significantly above the budget and the prior year because of the one-time payment to the Department of Education.

Remissions and exemptions are above the budget and the prior year because of the automatic crediting of remissions when high school students register. Some of the remissions will be offset when Lottery Tuition Assistance funds are credited to the accounts.

Capital expenses are above the budget and the prior year actual because of furniture and equipment purchases for the new aviation center.

Debt service is on schedule and slightly below the prior year. The large payment for debt services will be paid in April.

Finance Committee

Mr. Lattimore, on behalf of the Finance Committee, made a motion to approve a resolution to open an account for a Local Government Investment Pool to be managed by the State Treasurer. A balance of \$20 million will be maintained with TD Bank, and any overage will be transferred to the Local Government Investment Pool at an annual interest rate of 1.3% for the purpose of investment. The motion carried.

President's Report

Voice of the Student – In response to the board's self-assessment on avenues and means for students to have a voice with the board, Dr. Miller discussed a plan for seeking that input. First, a traditional student will present at the April meeting, and a nontraditional student will present at the November meeting. Dr. Whirl and his deans will identify the two students that will present. The other avenue is the nationally normed surveys that are conducted of faculty/staff and of students every two to three years. These ratings are compared with similarly sized institutions. The survey results indicate strengths, opportunities for improvement, and action plans. A suggestion was made to survey students with key questions more often than every two years whether it be quarterly or semi-annually. Chair Stafford would like a yearly or bi-yearly update on how the college is moving the ball on the advising question as a way to rescore what has been accomplished.

Measuring the Mission and Vision - When the board adopted the new mission and vision, Mrs. Hackl was charged with chairing a committee to review the new mission and vision to capture new measures. She presented those. This ties in well with the overall institutional success measures. (See attachment.)

Marketing and PR Activities - Dr. Miller shared a brief overview on some marketing and public relations activities relating to social media. This information was discussed at Mr. Martin's recent Marketing, Recruitment & Enrollment Committee meeting.

Strategic Plan Process – Dr. Miller and staff developed a rough model of a high-level strategic summary pulled together as a result of the board's brainstorming session feedback. The model is broken down by the strategic outcomes, the input, the next steps, and the budget assumptions for the next five years to accomplish the goals. This was an internal look at the assumptions. The 2025 strategic plan will go to the Finance Committee and the Building and Grounds Committee before implementing action plans and deadlines. The board is pleased with the first draft. Chair Stafford urged the board to challenge Dr. Miller and staff to focus on the vision of the plan, to ask the big questions to provide needed direction, and to avoid getting caught up in the all the details. The timeline is to have the final version ready for the February

2019 retreat. When the inputs have been gathered and summarized from the voices of the student and the community, Chair Stafford recommended that Dr. Miller and staff provide an update for commission discussion at the August or September meeting. A suggestion under strategic outcome was to capture the college's role in economic development. (See attachment.)

Update on the Applied Baccalaureate in Manufacturing - The Senate Higher Education Subcommittee hearing is March 22, 2018, in Columbia. Dr. Miller and Dr. Whirl will attend. Dr. Miller will present to the State Tech Board on March 27, 2018. If all goes well at the March 22, 2018, Senate Higher Education Subcommittee hearing, the bill will go before the Senate Education Committee on March 29, 2018. Dr. Miller and Dr. Whirl will attend.

BoardEffect – The Foundation board and the GTC board have jointly invested in an electronic web platform, BoardEffect. BoardEffect will act as the central hub for board information to include board packets, committee information, events, and other board-related materials. Training for the board is scheduled for April 2, 2018, at 4:00 p.m. via computer, iPhone, or telephone. The “live” training will be recorded for members that miss the scheduled training. The board will begin utilizing BoardEffect beginning with April 18, 2018, meeting. Hard copies will also be available.

SCTACC and CHE Update

Mr. Batson stated that the Applied Baccalaureate in Manufacturing degree model has surprisingly been met with much resistance by CHE. Mr. Batson and Dr. Miller continue to meet with CHE members to advocate the many advantages afforded by an Applied Baccalaureate degree, i.e. affordability, access, lack of student debt, reduced tuition, effectiveness, service, workforce development and delivery of every item on the public agenda developed by CHE. The bill requires legislative approval (House and Senate), State Tech approval and lastly CHE approval.

The CHE board chair is currently fighting to keep the vetting process in place that CHE has to vet all capital projects. There is a bill in the House that is trying to wrest some of the vetting process away from CHE.

Old and New Business

Mr. Burry would like to see GTC's strategic process shared as a model at the state level at the annual conference and the national level.

Mr. Burry would like to work together with the college to better understand the Applied Baccalaureate in Manufacturing degree in an effort to help the State Tech board understand before the bill gets to CHE.

The State Tech board has made a recommendation that Denmark Technical College becomes a satellite campus in Bamberg, Barnwell or Allendale County. Tremendous funding will be needed whether Denmark remains an independent institution or a satellite campus. The decision resides in the legislature.

The State Tech board is working on the Florence Darlington Technical College financial issues and will be reviewing in greater detail at the March 27, 2018, meeting.

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Mr. Burry applauded Dr. Royster's efforts on the important work that has been done with the career centers. The State needs more assistance in how to help with the overall statewide need for workforce development.

There being no old or new business, Mr. Shouse made a motion to adjourn. Mr. Smith seconded the motion. The motion passed.

The meeting adjourned at 1:33 p.m.