Aims Community College Board Meeting
Minutes, December 7, 2011
Beaty Hall Theater, Greeley Campus
2:30 PM

Continuing Education Authority (CEA) Board Meeting

I. Call to Order
The meeting was called to order at 2:39 PM by Board Chair Walt Richter. Other Board members present included Carol Ruckel, Mike Geile, Larry Wood and Mike Freeman. College President Dr. Marsi Liddell was also in attendance.

II. Pledge of Allegiance

III. Minutes of the November 02, 2011 CEA Board Meeting

ON MOTION OF MIKE GEILE THE BOARD UNANIMOUSLY APPROVED THE MINUTES AS PRESENTED.

IV. Update on CEA Issues
John Hutson provided the following update on projects for the month of October:
Colorado First and Existing Industry Grants Update:
  o In the process of executing a grant with Teletech customer support call center. Aims will assist them in providing facilities with an eye toward providing training opportunities as well.
  • Customized Training Area closed contracts include:
    o Global Corporate College delivering training for multinational companies with local presence.
      i. Sienna works with Level 3 training.
      ii. Owens Illinois more training.
    • In collaboration with Weld County Workforce, an 80-hours non-credit certificate program in for Oil and Gas, and manufacturing technology. Basic skills, job presentation skills and technical skills. To give unemployed employees in Weld County a boost to their resumes.
    • Working with Encana to provide in-house training to new hires including soft skills and hard technical skills.
    • Ed 2 Go. Also getting started on marketing our new courses that will be offered starting in February at the Corporate Education Center.
    • GED had 85 total testers.
    • Flight Simulator had 164 dry lease hours to Great Lakes and one dry lease and three 142 training sessions.
    • Intense English had 62 enrollees in the fall semester.
    • The event center held 40 events with 2,580 participants.

V. Adjourn

ON MOTION OF LARRY WOOD THE BOARD UNANIMOUSLY AGREED TO ADJOURN THE MEETING AT 2:45 PM.

__________________________________________________________
Mike Geile, Secretary                                               Date
Aims Community College Board Meeting  
Minutes from December 7, 2011  
Beaty Hall Theater 2:30 PM

Aims District Board Meeting  
I. Call to Order  
The meeting was called to order at 2:45 PM by Walt Richter. Other Board members present included Mike Geile, Larry Wood, Carol Ruckel and Mike Freeman. College President Dr. Marsi Liddell was also in attendance.

II. Additions/Deletions to the Agenda  
  o Dr. Liddell informed the Board that the Mill Levy Certification is ready for Board action today. December 14 is the deadline for approval.

ON MOTION OF CAROL RUCKEL THE BOARD UNANIMOUSLY AGREED TO ADD THE MILL LEVY CERTIFICATION AS ITEM VIIC TO THE AGENDA.

ON MOTION OF MIKE GEILE THE BOARD UNANIMOUSLY AGREED TO APPROVE THE AGENDA AS AMENDED.

III. Citizen Participation  
There was no citizen participation.

IV. Consent Agenda  
  a. Minutes of the November 2, 2011 District Board Meeting  
  b. Course & Lab Fees for 2012-13 Academic Year  
  c. Board Meeting Dates for 2012  
  d. Transitional Retirement for Richard Gardner, Professor, CIS, Computer Information Systems, Fall 2012

ON MOTION OF MIKE FREEMAN, THE BOARD UNANIMOUSLY APPROVED THE CONSENT AGENDA AS AMENDED DUE TO ADDITION OF ITEM VIIC.

V. President’s Report – Dr. Liddell  
  a. Financial Update – Dan Erbert  
     o Mike Kelly presented in Mr. Erbert’s absence.  
        1. A Trustee asked about the change in Personal Services Adjustment. Mr. Kelly responded that the difference is due to the fact that ARRA money is no longer available.  
        2. A Trustee asked about fewer Bad Debt Expenses this year compared to last year. Mr. Kelly explained that Bad Debt is typically written off at the end of the year.  
  b. Sabbatical Report – Anne Machin, Professor, Humanities  
     o During her sabbatical, Dr. Machin studied game theory. It is a dominant economic theory today. She took an online technology course, studied role playing and gamers, and learned Camtasia all to make her courses more interactive.
She then built a new course: PHI 218 Environmental Ethics.

Dr. Machin said she wanted to know what was so captivating about gaming and how could she harness that interest into coursework. She discovered:

1. Gamers have urgent optimism and tight social networks. Their gaming experience is not isolated at all. They experience blissful productivity, that is, they are excited to play. They also derive epic meaning, in that they feel like they are heroes.
2. The qualities of a good educational game include quick start, easy navigation, good graphics, time limits create a sense of urgency, includes rewards, requires collaboration, applies to solving real-world problems.
3. Getting students involved in the content development is key.
4. She found that implementing the games into her classes is a great way to keep students engaged.

c. President’s Executive Summary
   o ACCT National Legislative Summit is February 13-16 in Washington D.C. for advisement, advocacy, strategizing for Aims and community colleges in general.
   o The Bookstore Audit report from Internal Auditor Melody Johnston has been submitted. Ms. Johnson will continue to meet with Bookstore employees in an ongoing effort.
   o A letter from TACTYC commended Accounting Instructor Lori Hatchell and Aims for supporting her participation in the group.
   o The Marketing Strategic Plan is complete. It started back in July with interviews with stakeholders by consultants Growth Weaver. Dr. Liddell introduced Marketing Coordinator Bethany DuBois and Designer Allyson Byerly who worked closely with Growth Weaver in implementing the plan thus far.
   1. Ms. DuBois addressed the board and summarized the new Marketing Strategic Plan. Ms. Byerly distributed samples and workflow charts to the board.
      a. The campaign is consistent in both language and imagery across all forms of media print, radio, tv, and, eventually the web, with the goal of increasing Aims’ brand recognition.
      b. The theme is “If you want to…Aim Higher.” It creates a connection between our name and what we help our students do, and that is to Aim Higher. It reflects our commitment to helping students succeed and to go even further than what they might think possible, ultimately creating better lives for themselves.
      c. Ms. DuBois presented sample ads to the Board and audience.
   2. A Trustee asked a question about branding. Dr. Liddell emphasized that the brand is “The Right Choice at Every Step.” Ms. DuBois emphasized that “Aim Higher” is the theme of this campaign. The Trustee asked for further definition of the branding goal. Ms. DuBois said it is to reinforce a consistent theme across all marketing materials.
   3. A Trustee commented that the new design is very attractive.
   4. Ms. DuBois also shared a commercial that was developed by Aims students and faculty and staff, which is currently playing on Aims TV and on the Aims YouTube channel.
   5. A Trustee said that he was on the stakeholder committee that selected this particular campaign over three others presented to that committee.
6. A Trustee commented that the ad comparing tuition between Aims and local four-year schools was very effective in showing the savings that can be achieved by attending Aims first.

VI. Information Items
   a. Board Calendar
      o Friday, February 3 will be Conversation Day. Joe Dittmar a motivational speaker will deliver the keynote. He was on the 105th floor of the second tower in the World Trade Center on September 11, 2001.
   b. Administration and Staff Hires
      o Rachel Veenstra, Staff Specialist, Non-exempt staff, new position, Human Resources
      o Ettie Arnold, Staff Specialist, Non-exempt staff, replacement, Information Resources Management
      o Gene Meier, Director II, Academic Pathways, Exempt staff, New position, Continuing Education, grant funded
      o Michele Reynolds, Director II, Continuing Education, Exempt staff, New position, Continuing Education, grant funded
   c. Administration and Staff Leaving the Employ of the College
      o Christina Powell, Staff Associate, Facilities & Operations

VII. Action Items
   a. Revision of Policy 4-900—Suspension and Termination of Support Staff, first reading
      o A Trustee asked if this should be a procedure rather than a policy. Ms. Owens said it reflects a customary two-week time period standard in resignations, but there is not a distinct reason it couldn’t be a procedure. Dr. Liddell stated that it seemed more appropriate to leave as a policy. A Trustee furthered the idea of modifying the title to include the word “Resignation.” Ms. Owens reflected that suggestion, renaming the Policy, “Resignation, Suspension and Termination of Administration and Support Staff.”

ON MOTION OF MIKE GIELE THE BOARD UNANIMOUSLY AGREED TO APPROVE THE PROPOSED POLICY ON FIRST READING WITH AN AMENDED TITLE

b. Revision of Policy 4-305—Consensual Relations, first reading
   o Ms. Owens said the administrative recommendation is to rescind the policy because it conflicts with our nepotism policy in that the procedures attached to the policies conflict. The intent is to control direct evaluative relationships, which is handled under our nepotism policy.
   o A Trustee asked about case law related to this topic. Ms. Owens confirmed that our nepotism policy addresses conflicts of interest, and defines and proscribes what the college should do in those instances of direct evaluative relationships when there is a consensual or familial relationship. Policy 4-305 does not.

ON MOTION OF MIKE FREEMAN THE BOARD UNANIMOUSLY AGREED TO RESCIND THE PROPOSED POLICY ON FIRST READING.
ON MOTION OF LARRY WOOD THE BOARD VOTED UNANIMOUSLY TO ACCEPT THE MILL LEVY CERTIFICATION AS PRESENTED.

VIII. Comments from Board Members
a. Carol Ruckel said she has appreciated the opportunities to attend recent meetings and to get to know more about the college in her first year serving as Trustee.

b. Dr. Richter commented on the Greeley Tribune’s coverage of the Aims Rack project spearheaded by Deb Martinez and Linda Archibeque. The project collected professional clothing and gave it away for free for those in the Aims Community.

c. Dr. Richter and Dr. Liddell traveled to Denver to attend a meeting of the Department of Higher Education for CEOs and Board members of institutions of higher education. The group discussed four main topics including increasing the number of completers, closing the attainment gaps, improving the skills of students coming to college who need remedial education, and how to accomplish these goals on a limited budget that is anticipated to be further reduced. Dr. Liddell added that a big budget concern are the general fund and Financial Aid. It is conceivable that the financial aid cuts will have an even greater impact on our students. One prediction is that the state will cut more than a half million dollars from Aims in funding for financial aid. There was some discussion about eliminating financial aid to proprietary schools and graduate schools. Another idea was to distribute financial aid on a need rather than a merit based award. A lot of discussion occurred about private schools lobbying against this because they are part of the higher education system. Dr. Liddell commented that the college will be on a performance contract beginning on Dec. 1, 2012 and we are getting prepared for that.

IX. Comments from Board Reps
a. Faculty (Marsha Driskill or Patricia Rand, ACEA Board Reps)
   o Patricia Rand thanked the Board for approving CPAT training to be provided through Aims. The program has been running for a year and has made $40,000.

b. Aims Staff Association (Michelle Brown, ASA Board Rep)
   o Michelle Brown reported that the ASA Breather event has been postponed until after the holidays.

c. ASACC (Cristina Ortiz, ASACC President)
   o There was no report from the students.
X. Executive Session
   The Board may adjourn to Executive Session to receive legal counsel and to discuss
   real estate issues as allowed by CRS 24-6-402(4)(a) and (b).

   ON MOTION OF MIKE FREEMAN THE BOARD UNANIMOUSLY AGREED TO MOVE
   TO EXECUTIVE SESSION AT 3:52 PM.

XI. Reconvene in Regular Session
   Dr. Richter reconvened the Board into general session at 5:23 PM. The Board took no action.

   ON MOTION OF MIKE FREEMAN THE BOARD UNANIMOUSLY AGREED TO
   ADJOURN AT 5:24 PM.