Aims Community College Board Meeting
Minutes for June 25, 2014
Ed Beaty Theater, 2:30 PM

Aims District Board Meeting
I. Call to Order
The meeting was called to order at 2:42 P.M.

II. Additions/Deletions to the Agenda
• There were none

ON MOTION OF CAROL RUCKEL THE BOARD UNANIMOUSLY APPROVED THE
AGENDA AS PRESENTED.

III. Citizen Participation
There was no citizen participation.

IV. Consent Agenda
a. Minutes of the May 7, 2014 District Board Meeting
b. Continuing Employment for Faculty
c. Move the Loveland-hosted Board meeting from August 6 to September 3. The August 6
   meeting will be held in Greeley.
   o Dr. Liddell explained that the Loveland campus is undergoing renovations and
     that Heather Lelchook would like the board to see the improvements, which will
     be completed in time for the September meeting.

ON MOTION OF RAY PETERSON THE BOARD UNANIMOUSLY APPROVED THE
CONSENT AGENDA AS PRESENTED.

V. President’s Report – Dr. Liddell
a. Financial Update – Dan Erbert
   o Mr. Erbert said the property taxes noted on the Budget to Actuals reflect figures
     through the end of May, but some additional funds have come in since then.
     Specific Owner tax was $37 million through May, and in June the college
     received another $5 million. Funds will likely exceed the budgeted amount by
     approximately $400,000 in the black.
   o A Trustee asked how much revenue is being generated by the oil wells on
     campus. Dr. Liddell stated that last year it was approximately $300,000. Those
     funds go into the quasi-endowment. Mr. Erbert noted that the oil and gas
     revenue listed in the budget is from wells in Fort Lupton and that those funds go
     into the general budget. His report does not include the quasi-endowment, but
     Mr. Erbert can provide that information to the Board.

A Trustee asked about the revenue transfers in. Mr. Erbert explained the $473,000
includes rent from the early childcare center and the Corporate Education building, as
well as insurance claims from hail damage.
b. Branding Strategy – Jenna Oliver
   o Ms. Oliver explained the collaborative effort of developing this brand, which will help Aims tell our story and enhance the college’s reputation.
   o Ms. Oliver stated that that CCR has engaged an effort to strengthen branding strategy and develop tools and resources designed to assist in conveying a forward-looking story about Aims' mission, vision and goals. We will make tactical adjustments as needed to communicate with diversified customers; while remaining true to existing strategy of design and public presentation per the Board, Senior Management and Strategy Council's work in this area.
   o Current marketing trends are moving away from taglines and toward telling a story. Aims has a wonderful story to tell.
   o The brand is based on:
     - The Vision Statement: Aims Community College is a destination institution…the institution of choice for a better you.
     - Board Goals:
       - Prepare Aims for learning needs of current and future students.
       - Improve and enhance Aims' image and reputation.
       - Attain long-term financial, operational, human and environmental sustainability of Aims.
   o The logo will remain the same, but has been refreshed and updated.
     - The Tres Arcos metaphorically represent the college’s Vision, Mission and Values.
     - The new brand includes the classic or traditional version of the logo as well as a contemporary version, which is the updated version that remains consistent with the classic.
   o All of this will be posted online in a toolbox Aims employees will be able to access.
     - The toolbox will include fonts, typography, colors as well as an explanation of the meaning behind them; templates and resources for faculty and staff to use such as power points, flyer templates etc.
   o A photo bank will be accessible so that others can help tell the story of Aims.
   o Ms. Oliver asked for employees and the Board to help her department to tell our story collectively. She is always looking for input.
   o The key to this branding is that flexibility is intentionally built in to it, yet the look and messages are still consistently recognizable as Aims.

c. President’s Executive Summary
   o Update on Dean of Special Projects – Dr. Dan Doherty
     - Dean Doherty has stepped away from his previous academic dean position and is now focusing on special projects: brewing and unmanned aerial vehicles. The craft brewing program is now moving beyond the investigation stage and into the implementation phase. Dr. Doherty is now at the stage of determining what it will take to implement it as far as costs, staffing, curriculum, etc.
     - He went to a workshop on drones or unmanned aerial vehicles. The most common use currently is with agriculture. Trimble Instruments in Westminster uses GPS/GIS which is accurate within a quarter inch. Farmers can use them to monitor their land. Some companies are moving
into oil and gas using them for inspections on pipelines. A drone is less expensive than the expense of hiring a helicopter and pilot to check for and find problems on the lines.

- Currently only higher education institutions and approved experimental research is permitted by the FAA. Drone “pilots” must have, at the minimum, pilot ground school training, which is basically the first semester of our aviation program. This makes the possibility of adding an Unmanned Aerial Vehicles certificate in aviation much more feasible.

- Another aspect Aims could look into is the maintenance and repair of UAVs or drones, which could be aligned with our existing automotive maintenance program.

- A Trustee asked about the University of Northern Colorado’s brewing courses. Dr. Doherty said he has met with the chemistry chair. They currently offer two 300-level classes in brewing and are looking at adding another class to make it available as a minor program in chemistry. Aims is working on collaborating with both UNC and with Colorado State University. Dr. Doherty is proposing an Associate of Applied Science degree that will incorporate certificates earned along the way toward the degree. The curriculum will include chemistry, microbiology and math, as well as components in equipment, storage, sanitation, purification, testing and tasting. Dr. Doherty is using several existing programs across the country as models for curriculum development at Aims.

  o Dr. Liddell reported that the Aims Bookstore is now operating under Barnes and Noble management. So far, all is going well, and the fall semester will be a good test.

  o Repair to hail-damaged roofs are being completed at Westview and College Center.

  o The Platte Building has been given Silver LEED designation. It is only the second building to be LEED certified in Fort Lupton.

  o The design development for the new PE building is underway. The gym will grow from 18,000 to over 50,000 square feet. A consultant is looking into how Aims might be able to partner with the city and schools districts.

  o Tomorrow, selection of the general contractor will take place with the goal of beginning construction in November and aiming for a fall 2015 opening.

  o Remodeling of the General Services building is continuing and the work on improving the exterior should be completed this December.

  o Julie Buderus is working on a capital campaign for these new projects, and she will give a report to the Board in August.

  o Dr. Liddell attended a meeting of a group of people, who, sponsored by the City of Greeley, traveled to Michigan to learn about the Kalamazoo Project. The College Promise at Aims is sponsored by private businesses. In the past six years we’ve had more than 60 graduates who have benefited from the program. Some suggestions for expanding the program include giving students a few years after high school graduation before they enter college, expanding the program to more than just the first year, applying it to students who go on to UNC, and allowing ASSET students to take part in the program. Because this program is “the last dollar in,” many students don’t qualify for The College Promise fund because their costs are paid for by things like grants and federal
funds. For those students, there may be an opportunity to give them a tablet or other technology to assist in their college success.

- The Board Work Session today focused on Early College, which is a partnership with District 6 to open a four-year high school where students would be expected to earn their high school diploma and their associate degree at the same time. Dr. Geri Anderson is heading this up for Aims. Although Superintendent Ranelle Lang is leaving District 6, their school board Chair Roger Dewitt told Dr. Liddell that he did not believe that Dr. Lang’s departure should affect the planning and progression of the Early College plans. Dr. Liddell said that there is an administrative recommendation to the board to allow the beginning of negotiations with District 6 to house Early College in the existing Aims Continuing Education building.

- Dr. Buyok will be leaving Aims and going to Colorado Mountain College. This has led to realignment in academics. Ms. Deb Johansen and Dr. Richard Hanks will serve as interim deans. Additionally, Dean Norwood will serve as Provost and Chief Academic Officer. Dr. Liddell said she is pleased and proud to use existing personnel to fill those positions. It demonstrates that effective succession planning works.

VI. Information Items

a. Board Calendar
   - June 25, Board of Trustees meeting, 2:30 p.m., Beaty Hall Theater
   - July 3, Independence Day observed, College Closed
   - July 12, Aims Car Show, 9 a.m. to 2 p.m., Windsor Automotive and Technology Center
   - July 30, Last Day of Summer Semester
   - August 4, Return to Regular Schedule
   - August 5-9, High Plains Chautauqua, Under the Big Tent, Aims Greeley Campus
   - August 6, Board of Trustees Meeting, Greeley, 2:30, mini-retreat for Board at 11:30 a.m., location TBD.
   - August 14, Convocation, 8 a.m. to 1 p.m., General Services, college closed until 1 p.m.
   - August 18, First Day of Fall Semester

b. New Hires
   - Paul Bashline, Staff Associate, Non-Exempt- Staff, Replacement, Human Resources
   - Laura DaVinci, Grants Manager, Exempt- Staff, Replacement, Learning & Organizational Development
   - Angela Rockwell, Data Specialist, Exempt- Staff, Replacement, I E & A

c. Leaving Employ of the College
   - Sharon Lynch, Staff Executive, Division I
   - Carols Barrientos, Assistant Director, FA Processing, Financial Aid
   - Claudia Morell, Professor, Division I
   - Michelle Brown, Accountant, Sr., Financial Services
   - Jennifer Frahm, Instructional Designer, Division I
VII. Action Items
   a. FY 2014-15 Budget, final approval
      o Mr. Cox provided highlights from this year’s budget. He explained the general fund budget is about $66.1 million total. Property taxes make up $45 million; state appropriations are at $7.9 million, of which $350,000 is from gaming revenue; and tuition and fees bring in about $12.7 million
      o On the expense side, salaries and benefits accounts for $30.3 million, which reflects the latest board decisions on benefits and salaries; professional training and travel is just under $1 million; operating budget is just over $11.8 million; financial aid by the college is just over $1 million; special projects are at $2.5 million; and we have an operating reserve of $1.4 million for a $47.9 million operating budget plus an $18.1 million transfer to build buildings for a total $66.1 million.
      o The Auxiliary budget has been decreased this year due to the Aims Bookstore being managed by Barnes and Noble. That change shows as a $2.6 million reduction, which now stands at about $1.2 million.
      o Other funds include the Restricted fund, which totals $15.3 million—mainly comprised of federal grants in the form of financial aid.
      o Finally, the quasi-endowment fund stands at $23.4 million, but there is no planned expenditure for that.
      o The Plant fund contains the $18.1 million transfer that was discussed earlier. The PSI facility in Windsor is estimated to cost $12 to $19 million. The budget for the Physical Education facility could be as high as $8 to $9 million.

   b. Appropriations Resolution: Mr. Cox summarized the question for the Board and provided administrative recommendation:
      o On June 25, 2014, the Board hereby resolves that $116,733,392 has been appropriated to support the operations of the College, and that the College is authorized to make expenditures and incur obligations for the purposes thereof. This appropriation will be revised if shortfalls occur in revenue projections and/or if changes occur in projected expenses.
      o The administrative recommendation is to approve in accordance with CRS 22-44-103
ON MOTION OF CAROL RUCKEL THE BOARD UNANIMOUSLY APPROVED THE
APPROPRIATIONS RESOLUTION IN ACCORDANCE WITH CRS 22-44-103 ON SECOND
READING.

c. Emeritus Status for Jean Otte
   o At the behest of Dean Jeff Reynolds, Dr. Liddell is requesting the Board confer
     Emeritus status to Jean Otte. Dr. Liddell commended Ms. Otte’s service to the
     college for more than 30 years in a variety of capacities, most recently as
     Director of Online Services.

ON MOTION OF MIKE GEILE THE BOARD UNANIMOUSLY APPROVED EMERITUS
STATUS FOR JEAN OTTE.

VIII. Comments from Board Members

   o Trustee Wood said he was excited that Aims is on the cutting edge of beer and drones. It
     is a testament to Aims’ flexibility and nimbleness in keeping on top of trends and
     technological advancements in higher education and the workforce. He is also excited
     about the plans for Early College High School.
   o Trustee Peterson said he was very impressed with the graduation ceremony, particularly
     since it was his first as an Aims Trustee. He was thrilled to see the diversity and number
     of our graduates, all of them so excited to experience this monumental moment in their
     lives.
   o Trustee Geile said the Early College plan with District 6 will really provide leverage in
     our community in our combined effort to prepare an educated workforce. Also the budget
     is in very good shape and oil and gas revenue continues to help us move ahead. Still, we
     need to continue to be visionaries with the funds, but also to be frugal with it.
   o Trustee Ruckel also mentioned that she attended the graduation ceremonies for the 53
     students from Centennial BOCES who are now ready to come to Aims with no need for
     remediation. It is great to see those students who have had some struggles make it. Also,
     the Bueno HEP GED program had 275 students graduate. That program recently received
     grant funding for another five years, which is great news. Trustee Ruckel also attended
     the Aims Aviation Program’s Learn to Fly day, which was great and had great
     attendance.
   o Trustee Richter said he was grateful that Aims is in the position to be able to freeze
     tuition, adding that Aims is the least expensive college in Colorado for students in our
     district. He emphasized that the education students earn here is top quality and very
     affordable. He addressed how this can allow students to avoid the massive debt issues
     that are facing other college graduates across the nation.

IX. Comments from Board Reps

   a. Faculty (Trish Rand, ACEA Rep)
      o Ms. Rand thanked the Board for their approval of faculty salaries, as
        well as the increase in the amount of professional development money
        available for faculty.
   b. Aims Staff Association (Vacant, ASA Board Reps)
      o Incoming ASA President Micah Chartier introduced himself to the
        Board, noting that he expects to lead a year of significant change and
improvement for the ASA, which will be relayed to the Board at future meetings. Dr. Liddell also thanked out-going President Gene Meier for his leadership of the ASA during the past year.

c. ASACC (Tag Chalk, ASACC President)
   o Mr. Chalk shared that ASACC is currently planning the annual retreat and training sessions for their incoming board members. Right now focused on training and annual retreat for student government. The Veterans’ club has challenged Aims employees to a softball game that will take place today. Anyone who would like is invited to play or cheer on the participants.

II. Executive Session

As allowed by CRS 24-6-402 (4) (f) the Board will adjourn to Executive Session to discuss personnel issues. Invited to join the board were Dr. Liddell and Amy Kegg.

ON MOTION OF RAY PETERSON THE MEETING ADJOURNED TO EXECUTIVE SESSION AT 3:57 PM.

I. Adjourn

AT 5:02 P.M. THE BOARD RETURNED TO REGULAR SESSION. HAVING NO FURTHER BUSINESS TO ADDRESS, THE BOARD ADJOURNED AT 5:02 P.M. ON MOTION OF LARRY WOOD.

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Mike Geile, Secretary     Date