CALL TO ORDER

Chair John Hinderer called the meeting to order at 12:04 p.m. in the Reese Center Executive Board Room. He began by thanking Ms. Snyder for her board leadership during the past five years.

Present from Fiduciary Board:  Mr. Steve Cohen, Mr. John Hinderer, Mr. Rob Montagnese, Mr. Mark Ramser, Mr. Barry Riley, Ms. Cheryl Snyder, Ms. Marion Sutton, Ms. Sarah Wallace and Mrs. Billie Zimmers.

Absent:  None

Present from OSUN Board:  Dr. Sharad Thakkar

Mr. Hinderer stated that notice of this meeting was given in accordance with Section 121.22 (F) of the Revised Code of Ohio.

APPROVAL OF DECEMBER 16th, 2014 BOARD MEETING MINUTES

Ms. Wallace made a motion to approve the minutes from the December 16th board meeting.  Ms. Sutton seconded the motion.  Motion passed.

BE IT RESOLVED:  the Central Ohio Technical College Board of Trustees approves the minutes from the December 16th board meeting.

ACCEPTANCE OF GIFTS

Mr. Montagnese made a motion to accept the gifts with appreciation and consideration. Mr. Ramser seconded the motion.  Motion passed.

BE IT RESOLVED:  the Central Ohio Technical College Board of Trustees accepts, with thanks, the following gifts as presented:

<table>
<thead>
<tr>
<th>Gifts – December</th>
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<tr>
<td>The Joseph and Nelda Bernat Scholarship $ 1,500.00</td>
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<tr>
<td>The Judy Ratliff Stansbury Scholarship $ 640.00</td>
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<tr>
<td>Premier Faculty/Staff Scholarship $ 391.54</td>
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<tr>
<td>Jill Griesse Memorial Garden $ 375.00</td>
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COMMITTEE REPORTS:

- OSUN Board Report

In Dr. Thakkar’s report he mentioned that Sandra Sturman, personal assistant to Dr. MacDonald, retired at the end of last year after 46 years with the college. Her replacement has been hired and will be announced at the next meeting.
NEW BUSINESS:

Dr. Coe announced that a focus to today’s presentation is our newly launched website. She then called upon Howard Imhof, Director of Information Technology Services, and Alice Hutzel-Bateson, Director of Marketing & Public Relations. Howard began by expressing pleasure with all that so many COTC individuals have done over a 9-month period to contribute to this new website. It was certainly a joint effort by many individuals.

The main part of the presentation was a tour of the new web landscape. He divided his presentation into four categories:

- **A New Web Landscape for COTC**

  Under the Old World all content was located on the external web site.

  Under the New World the content is divided into the following two categories:

  1) The COTC external web for prospective students, alumni and the community
  2) The mycotc portal for current students, faculty and staff

  Benefits of this new landscape include targeting information to specific audiences, easier navigation and ability to find information and it enhances our ability to market the college. Alice indicated that the new Web Landscape is now our chief marketing tool.

- **Site Goals and Objectives**

  Site goals include the fact that it is bright, inviting and grabs your attention (the WOW factor); it minimizes text and maximizes pictures/graphics and markets our beautiful campus. It also simplifies navigation with the “3-click rule” and it has a responsive mobile design. Howard then demonstrated a comparison between our old web site and the new one.

- **Project Scope and Resources**

  The project involved a close partnership between ITS and Marketing. It included more than 40 faculty and staff members over a 9-month time line. This time line was accelerated by 2 months due to the HLC visit in December. Howard also showed that the project resulted in a 20% increase in images, a 45% decrease in documents and a 65% decrease in the number of pages over the old web site.

- **Hands-On Demo and Site Overview – All Things Mobile**

  As part of the hands-on demonstration; various types of devices were distributed to board members to show the ease with which the new web landscape works. Howard said that with the “3-click rule” anyone can access the information they are seeking with only 3 clicks, and he proceeded to demonstrate this.

Dr. Coe stated that this new web site is a risk for the college. Four years ago when we brought up the other web site, and now with this web site and a different vendor, we were asked the same question: “Are you sure?” Because this does not look like a higher education web site; what it looks like is a business web site. But comments from board members agreed that we are indeed a business.
PRESIDENT’S REPORT:

- Dr. Coe said that Vicki Maple was not able to be present today but Vicki, through our Workforce Development Innovation Center, has been bringing wonderful business leaders onto the campuses. One such business is Hilscher Clarke Electric, who is very excited about working with this campus.
- Dr. Coe expressed her appreciation to John Hinderer, Cheryl Snyder, and Billie Zimmers for their involvement in the December 19th COTC commencement.
- Thank you Teri Holder for organizing the Coshocton Candlelighting on December 20th. Dr. Coe announced that about 1,000 people were in attendance at this event. Roger Durone, a classically trained actor, portrayed Charles Dickens. Joy Wyse was our honorary candle lighter. This was a beautiful event.
- The Knox County Annual Chamber of Commerce Dinner is one of the major events in that community on an annual basis. Our college always has a very strong presence. We presented the ultimate award, “The Lifetime Achievement Award.”
- For four years the COTC campus has hosted the Lego Tournament for Central Ohio. This year we were asked to start hosting a Central Ohio regional competition called FIRST Tech, which includes the high school students. It was held on January 10th and was very successful.
- Dr. Coe announced that we have been concerned coming into Spring Semester which started on January 12th. Approximately two weeks ago we got both a CAO report and David Brillhart participated in a CFO report around the State. David reported that one institution was down 3% and went to 20% down. Dr. Coe said our employees have been working overtime to increase our enrollment. We are not happy, but know it could be so much worse. For board purposes the budgeted enrollment projections with regard to headcount we achieved thus far 92.4% of our projection, which means we are down 7.6%. On FTE, which is where the money is, we achieved 92.8% but we are still down 7.2% on FTE. From a growth enrollment projection, which is what we base ourselves on and that is the projection that we manage ourselves and we manage all our employees to, we are down basically 12% from our growth enrollment projection. But from a budgetary projection we are down about 7%. This seems to be happening between Fall and Spring Semesters. According to some projections, two-year colleges may be looking at two more years of depressed enrollment. College Credit Plus Dual Enrollment tuition is still incredibly strong, and that is where we see growth potential. This may get us into high schools that we never had before. We currently have about 1500 students in dual enrollment.

By Fall of 2016 every plan of study for every 2-year college must come down to 65 semester credits. Dr. Mike Snider is leading us in that. For 2-year colleges we are entering a tremendously positive time because at the National level with President Obama the dialog is out there, and there is going to be a lot of dialog. Secondly, Governor Kasich has his own take on affordability and is very supportive of 2-year colleges, so in Ohio we are incredibly well positioned for the next year as we will have both the Federal and State governments having dialog about the value of 2-year institutions. But this will put a lot of pressure on 4-year colleges and universities.

OTHER BUSINESS: None

Adjourned – 1:11 p.m.

Next Meeting: Tuesday, February 17th, 2015
12:00 p.m. Reese Executive Board Room

John F. Hinderer
Chair

Rob Montagnese
Vice-Chair