MINUTES
COTC BOARD OF TRUSTEES
January 21, 2014
12:00 p.m.

CALL TO ORDER
Chair Cheryl Snyder called the meeting to order at 12:07 p.m. in the Reese Center Executive Board Room.

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

Absent from Fiduciary Board: Ms. Jill Griesse and Mr. Mike Menzer

Present from OSUN Board: Dr. Sharad Thakkar

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

Prior to today’s business meeting Ms. Snyder recognized Dr. Jackie Parrill and congratulated her on completing her doctoral program. A card was presented to Dr. Parrill from the board.

APPROVAL OF DECEMBER 17, 2013 MEETING MINUTES
Mr. Hinderer made a motion to approve the minutes from the December 17th meeting. Ms. Wallace seconded the motion. Motion passed.

BE IT RESOLVED: the Central Ohio Technical College Board of Trustees approves the minutes from the December 17th meeting.

ACCEPTANCE OF GIFTS
Mr. Montagnese made a motion to accept the gifts to COTC with appreciation. Ms. Wallace seconded the motion. Motion passed.

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

Gifts – December

| Premier Faculty/Staff Scholarship | $ 842.31 |

OSUN REPORT: Dr. Thakkar had no report. He stated the OSUN Board will be meeting on January 23.
OLD BUSINESS:

- Facility Updates

  Brian Boehmer provided updates on:

  - Science & Technology Building
    
    We have officially concluded the schematic design phase and have moved into the design development phase. The design schematic estimate came in $1.5 million over budget but it also contains a $1.5 million contingency. That should be cut in half by the design development phase and should completely go away at the conclusion of the construction development phase. We have come up with about $500,000 in savings with an additional potential $500,000 savings pending further investigation. Design and development phase should run through beginning of March.

  - Maintenance Building
    
    This project continues to present us with challenges. We are still over budget and have come to a point where we need to report back to the Executive Committee to consider further cuts.

  - Polar Vortex
    
    On the coldest night in 20 years both boilers in Hopewell Hall went down but we were able to get them going again. We soon discovered we had two sprinkler lines which were frozen, one in the entryway of the Reese Center, and one at the Coshocton Campus. Damage to Reese Center was fairly minimal and contained. However, the office of John McDonald in Montgomery Hall was substantially damaged. But we were able to get everything up and running fairly quickly. Clean-up is largely complete in Coshocton.

NEW BUSINESS

- Marketing and Public Relations Update

  Prior to her presentation MPR Director Alice Hutzel-Bateson introduced her team, which consists of Andy Ellinger, Leslie McLaughlin, and Suzanne Clark. Rene White was unable to be present today. Alice reviewed the Marketing & Public Relations Plan with a series of Power Point slides covering the following areas:

  - Objectives
  - Target audiences
  - Creative messages being used
  - Program-specific marketing (in collaboration with the Gateway and Academic Development)
  - New Tagline which was launched in January 2014—“COTC: Where Education Works”
  - Media mix and an annual MPR budget for 2014 of $520,250. This covers all four campus locations. Alice stated we also have a cost-shared budget.
  - Initiatives and ideas, FY14-FY15
  - Alice distributed handouts of the Annual Media Preference Survey as well as the MPR Strategic Plan. These tools help MPR in their planning efforts.

  Howard Imhof also said we are getting ready to roll out a major external website re-design this fall which will be focused on students, our community, alumni and other external constituents. This will include a web-friendly video clip for each of our academic programs.
PRESIDENT'S REPORT:

- Dr. Coe reported that the annual Holiday Open House held on December 18 for faculty and staff revealed we are experiencing a wonderful morale overall here on campus. She said it was so nice to hear those in attendance express their appreciation for being a part of this campus.

- Dr. Coe called on Teri Holder, who shared some positive indicators regarding spring semester enrollment. Teri explained our GET Goals (Growth Enrollment Target). Teri said we are 90% to our headcount goal and 92% to our FTE (450 away from reach goals). This means we are up 5% to FTE goals. Our HC is up 4.6% higher than we were in the fall. Finally, Teri reported that the Knox campus is 101% to our reach goal (about 400 students). Teri attributed this to great marketing and the folks in the Gateway who are so committed to these goals as well as the mission of COTC. A question was raised about the contact rate with our students and this will be researched and reported back.

- Tracy Intihar visited our campus on January 8th. Tracy was appointed by Governor Kasich as the Director for Workforce Transformation. Thank you Ms. Zimmers for facilitating this visit to our campus.

- Dr. Coe reported that at the January 10th Knox County Chamber of Commerce Annual Awards Dinner, COTC was presented with the Environmental Sustainability Award for Ariel Hall. This award will be displayed in Ariel Hall. At this dinner Ariel Hall also received three commendations: one from Governor Kasich, one from Jon Husted and one from State Treasurer, Josh Mandel. Also recognized for the Paul Slaughter Annual Volunteer of the Year Award was Mark Ramser. And culminating the evening the COTC-sponsored Lifetime Achievement Award was given to Ted and Ann Schnormeier.

- Board members were reminded of the annual Groundhog Breakfast to be held on January 31st.

OTHER BUSINESS: None

Adjourned – 1:05 p.m.

Next Meeting: Tuesday, February 18, 2014
12:00 p.m. Reese Executive Board Room

Cheryl L. Snyder          John F. Hinderer
Chair                    Vice-Chair