CALL TO ORDER
Vice Chair Patricia Webb called the meeting to order at 7:18 p.m. with the Pledge of Allegiance.

ROLL CALL
Members Present: MaryAnn Ferrigan, Richard Silverman, Roy Spangler (via Internet), Denis Weiss, Patricia Webb
Members Absent: David Dougherty, Roberta Werle

WELCOME
Members and guests were welcomed by Vice Chair Patricia Webb.

MINUTES
Minutes from the December 9, 2010 regular board meeting were approved as presented with a motion from Trustee Richard Silverman, seconded by Trustee Denis Weiss.

PUBLIC COMMENT
None

PRESIDENT’S REPORT
Red Cross Proposal
President Tom Quinn asked Jerry Boerema, Associate Dean to introduce Dave Gutierrez, RSDA Director, State Coordinating Chapter of Disaster Services for the American Red Cross. He discussed the role of the Red Cross in emergency support as part of the federal emergency management and proposed using the college for an emergency Red Cross evacuation shelter. The shelter agreement covers liability for the facility and for the volunteers who work at the facility. The college’s generator power, kitchen facilities and shower facilities are important factors for a shelter. He explained the process for approval including what the Red Cross provides regarding equipment and supplies. All clean up is the responsibility of the Red Cross. The agreement must be approved by the national headquarters in Washington, D.C. and the board of trustees. If there are no objections, steps to implement an agreement will be taken. A preliminary motion for approval was not requested.

Institutional Data and Effectiveness Indicators Report
Tom Quinn spoke of the dashboard report provided as an information item. It shows the state of the college as of December 2010. He noted that financial aid distributed for 09-10 was $9.785 million with 318 of the students receiving Michigan Works funding.

Discussion Questions
Tom Quinn presented four questions for open discussion with the board.
1. A committee recommending budget reductions for 2011-2012 has stated that the warbler festival should be discontinued. Should the college discontinue this event?

   Denis Weiss asked why we do it and what is the benefit to the college. Quinn responded with the public relations value with an educational component. Many people’s first exposure to this campus is not as a student, but as a citizen attending a non-credit function. The out-of-pocket expense does not include the real dollar value of time and labor that could be focused elsewhere. Roy Spangler suggested running it another year and then analyzing the true cost of the event. A phase-out plan was mentioned as preferable to give other agencies an opportunity to “weigh-in,” such as local communities that might wish to host it. Another suggestion was to scale it down somehow to reduce costs.

2. The college has rented a facility in West Branch which has been successful in terms of enrollment. A discussion of the future potential of a larger site in West Branch is in order. The options appear to be to purchase the building and add-on classrooms, construct a new building, or rent a different facility and remodel it to our needs. What should the college do?
If we keep our presence in West Branch, we could build, buy or rent a different facility. We have outgrown the current facility. To build onto it would not be cost effective, nor is the location optimal. Our effort to increase dual credit offerings with the current location has not been successful. The board consensus was to look at new proposals for something bigger and better. Tom Quinn declared that the pilot has been successful.

3. To help balance the budget the administration will recommend an increase in tuition and fees. What does the board believe reasonable percentage increase in tuition? Can you discuss a range of numbers?

Roy Spangler recommended a moderate raise in tuition and fees. To reach the average rate for smaller community colleges would require a ten percent increase. Denis Weiss expressed discomfort with talking about raising tuition and fees. He asked what are the trends. What do we need to do to make it through another year? The only revenue enhancement we can be certain of is tuition and fees. Quinn added that Washtenaw Community College has declared they are increasing seven percent. A ten percent raise keeps us in the middle for small community colleges. When Quinn asked the board the maximum increase in tuition they could support, the consensus was ten percent.

4. Kirtland Community College is exploring pricing structures for online courses to open up markets. We currently have online students from 17 states and Canada. Please see the attachment regarding student residencies. With a new pricing format we will lose out-of-district tuition but make this up with increased volume. We can only estimate the increased volume at this time. What does the board think about this idea?

The board consensus was that an in-district rate needs to remain in place, but the difference between in and out-of-district rates do not need to be as high as they currently are. The board is somewhat open to further discussion on moving away from the old traditions of differing tuition rates based on residency. Since online classes are not restricted to location, it becomes a matter of economics rather than location for students to consider where to take online classes.

BOARD MEMBER REPORTS/OPEN DISCUSSION
None

NEW BUSINESS/BOARD ACTION
None

ANNOUNCEMENTS
A calendar of upcoming events was provided as an informational item. Next board meeting will be February 17, 2011, 7 p.m. at Kirtland House.

OTHER
None

ADJOURNMENT
With no further business to come before the board, the meeting was declared adjourned at 8:43 p.m. by Vice Chair Patricia Webb.

Respectfully submitted,
Kathy Koch
Recording Secretary