



BOARD OF TRUSTEES MEETING

October 25, 2018

Murdock Hall, Room 208

The following Trustees were present:

Denise Marshall, Chair
Moohan Boodram
Brenda Burdick
Lisa Chamberlain
JD Chesloff
Frederick Keator
Robert Reilly
Kathleen Therrien
Eva Weeks, Student Trustee

The following Trustees were absent:

John Barrett III
Susan Gold

MCLA staff in attendance:

President James Birge
Bernadette Alden, Director of Marketing Communications
Lawrence Behan, Vice President of Administration and Finance
Daniel Colonno, Campus Police Chief
Catherine Holbrook, Vice President of Student Affairs
Monica Joslin, Dean of Academic Affairs
Lisa Lescarbeau, Clerk
Christopher MacDonald Dennis, Chief Diversity Officer
Francesca Olsen,
Gina Puc, Director of Admissions
Emily Williams, Vice President of Academic Affairs
Robert Ziomek, Vice President of Institutional Advancement

Invited guests in attendance:

David DiIulis, O'Connor & Drew
Matthew Noyes, Director of Trustee and Government Relations, DHE

Complying with the provisions of Massachusetts General Laws, Chapter 30 and 15A, Section 9, and with a quorum present, the Board of Trustees of Massachusetts College of Liberal Arts met at 5:30 p.m. at Murdock Hall on October 25, 2018 with Board Chair Marshall presiding.

Chair Marshall called the meeting to order at 5:33 p.m. and began with an introduction of Mr. Matthew Noyes, Director of Trustee and Government Relations with the Department of Higher Education.

Approval of Minutes: September 20, 2018 Meeting of the Board of Trustees

Upon a motion duly made and seconded, it was unanimously:

VOTED: To approve the minutes of the September 20, 2018, meeting of the Board and all actions contained therein, and the September 20, 2018 meeting of the Executive Committee and all actions contained therein.

Fiscal Affairs Committee Chair Report on Meeting of the October 15, 2018

Trustee Chesloff reported on the activity of the meeting of the Fiscal Affairs Committee of October 15, 2018 at which the annual audit was presented.

David DiIulis of O'Connor & Drew provided the Committee with a report on the FY 2018 audit. The resulting unqualified opinion of the College's financial statements shows that there are no Material Weaknesses or Significant Deficiencies identified within the report. There were no findings in either the accounting practices or internal control procedures.

Mr. DiIulis reviewed a prepared document on required communications with the committee that outlined the auditors' responsibilities as well as accounting policies and the various steps taken during the audit. He explained that GASB Statement 75, regarding liability for postemployment benefits other than pensions, which impacts the College's net position, is included in this report for the first time. An additional GASB Statement 87 regarding a reporting of leases will begin after December 15, 2019. Mr. DiIulis reviewed OPEB and its impact on state universities and colleges.

In addition, Connor & Drew conducted an audit of MCLA Foundation and Mr. DiIulis provided a summary of that report.

Chair Marshall called for a vote to accept the FY 2018 audited financial statements as presented. Upon a motion duly made and seconded, it was unanimously:

VOTED: To accept the FY 2018 audited financial statements as presented.

Upon motion duly made and seconded, it was unanimously:

VOTED: To approve the minutes of the October 15, 2018, meeting of the Fiscal Affairs Committee of the Board of Trustees and all actions contained therein.

Academic Affairs Committee Chair Report on Meeting of the October 3, 2018

Trustee Chamberlain presented the report of the Academic Affairs Committee of October 3, 2018. Tenure candidates presenting at this session were:

- Dr. Jenna Sciuto, AB, MA, Ph.D. - English/Communication Department
- Dr. Kerri Leyda Nicoll, M.Div., MSW, Ph.D. - Department of Sociology, Anthropology and Social Work
- Dr. Chali Nondo, Ph.D., B.S. - Department of Business

Each tenure candidate introduced themselves to the Committee members, provided an overview of their background, scholarly work [including publications and major presentations], and service, and responded to questions from the Trustees.

The Committee reviewed the redesign of MCLA's core curriculum which is planned to launch in fall 2020.

The Committee heard a brief overview of the reorganization of Title III project activity areas of responsibility. The grant for Title III is a five year grant and MCLA is in year three.

Two grants in various stages of the approval process were discussed. A decision is expected in early December for the Mandela Washington Fellowship for Young African Leaders Leadership Institute Proposal submitted in October. A Mellon Foundation Grant for \$355,000 would allow for the development of an MCLA Institute of Arts and Humanity.

The development of a Faculty Speakers Bureau was presented.

Upon a motion duly made and seconded, it was unanimously:

VOTED: To approve the minutes of the October 3, 2018, meeting of the Academic Affairs Committee of the Board of Trustees and all actions contained therein.

Student Affairs Committee Chair Report on Meeting of the October 15, 2018

Trustee Burdick presented the report of the Students Affairs Committee of October 15, 2018.

Student Government President Nolan provided an overview of the SGA's goals for AY 2018/19 including efforts to determine why clubs disband, and ways to strengthen the connection between SGA and administration. The SGA held an event recently to promote student involvement in SGA which was attended by over 200 students.

Mr. Obasohan presented an overview of the Men of Color Initiative. This initiative was started to address the participation of men of color in leadership roles on campus. He discussed the importance of role models, and membership requirements including academic standards, and membership numbers.

Mr. Moser provided an update on MCLA's campus food pantry. Over the past year the demand for the pantry has grown and the location has been moved to a shared space near the campus center kitchen.

The Committee was provided an overview of the meal card program and changes made with ARAMARK to help eliminate any stigma associated with use of the meal card. Tracking of usage of both the food pantry and meal card usage is done discreetly.

Chief Colonno provided an overview and reviewed the statistics of MCLA's Annual Security and Fire Safety Report (Clery Report). This federally mandated report includes safety and crime statistics for campus areas, as well as off-campus areas for which the College is responsible, i.e. Gallery 51 and the Advancement Office. This year's report includes statistics from 2015, 2016, and 2017. Overall report data show that MCLA is a very safe campus and is reflective of the College's commitment to keep the MCLA campus community safe.

Upon motion duly made and seconded, it was unanimously:

VOTED: to approve the minutes of the October 15, 2018, meeting of the Student Affairs Committee of the Board of Trustees and all actions contained therein.

Enrollment Management Committee Chair Report on Meeting of the October 25, 2018

Trustee Boodram presented the report of the Enrollment Management Committee of October 25, 2018.

Upon motion duly made and seconded, it was unanimously:

VOTED: to approve the minutes of the September 20, 2018, meeting of the Enrollment Management Committee of the Board of Trustees and all actions contained therein.

The Committee discussed application activity and common applications received for early decision, which is 26% ahead of the same time last academic year. An overview of changes being made to improve responses from students including the use of technology instead of paper inquiry cards was provided.

The Committee heard a summary of activity in the financial aid division where they are wrapping up for spring and beginning the 19/20 FAFSA review process. The mobile app for FAFSA is in use and appears to be working smoothly

The application review process was presented including the development of a dashboard being used by admissions staff. A discussion followed regarding the appearance and understanding of the financial aid mailing and efforts to ensure it is not perceived as a marketing piece.

Ms. Puc reviewed admissions and counselor outreach activities, and financial aid counseling sessions. Retention and enrollment efforts were discussed.

Staff Updates

Marketing and Communications

Ms. Alden provided an overview of MCLA's marketing and communication efforts including press relations, print publications, website management, photography, and videography.

Ms. Alden reviewed the major initiatives underway which include a final media plan for marketing and rebranding in December, brand training in February, enrollment efforts targeting the next first year class, promoting attendance at admission events, and a website redesign to coincide with rebranding efforts. She reviewed the print publications managed in the division which include the annual president's report, student view book, and alumni magazine.

The Speakers Bureau development, which will promote MCLA faculty for speaking engagements and increase exposure of their expertise, was presented.

Social Media

Ms. Olsen provided an overview of MCLA's social media efforts. She presented statistics on digital traffic and social media use. She discussed target markets and the need to present very brief targeted messaging.

Ms. Olsen provided a summary of the video work underway creating academic overviews which are shared through MCLA's YouTube channel as well as other social media outlets.

Institutional Advancement

Mr. Ziomek discussed MCLA's approach to annual giving strategies. He commented on the need for improved data to positively impact giving. He reviewed active efforts to engage donors including phone-a-thons, direct mail, email and on-line giving. Noel Levitz has been contracted to implement Scalefunder software to improve fundraising across all of campus.

Mr. Ziomek discussed crowd-funding and provided an online portal example. He discussed a timeline for purchase and launch of the portal for fundraising with an online giving day planned in April.

Chairperson's Report

Chair Marshall began the Chairperson's Report by reminding Trustees to complete and return their confidentiality and disclosure agreements to Ms. Lescarbeau. She informed Trustees of the DHE Trustee meeting scheduled in Westborough, MA on March 28 at 9:00 a.m.

Lastly, Chair Marshall reminded Trustees of the public policy lecture scheduled on November 8 and urged them to RSVP to ensure reserved seating.

President's Report

President Birge began his report with comments on the public policy lecture noting that attendance is anticipated to be very high. Security measures for this lecture are unique and details are being finalized. As well Mr. Coates will not be in attendance of the reception prior to the lecture.

The Vadnais lecture is scheduled for this evening and the speaker is Galen Nelson. Two weeks ago, Maria Hinojosa spoke as part of the Hardman Lecture series.

President Birge commented on the proposals made for the Mellon Foundation Grant and Mandela Washington Grant. He provided an update on a grant request made of the Fitzpatrick Foundation for improvements to Venable Hall.

President Birge reviewed recent campus events including an October 19 Career Fair and the STEM engineering expo hosted by General Dynamics. The next President's Campus Gathering is scheduled for November 15 at 4:00 PM and Trustees are welcome to attend.

With no other business being brought before the meeting, upon a motion duly made and seconded, it was unanimously:

VOTED: to adjourn the meeting at 6:58 pm.

All were invited back to Smith House for a reception.