

**BOARD OF TRUSTEES  
FREDERICK COMMUNITY COLLEGE**

**November 14, 2018  
Regular Meeting**

The Board of Trustees of Frederick Community College met in regular session on Wednesday, November 14, 2018 in the Chris T. Matthews Board Room (A201). In attendance: Trustees Debra S. Borden, Chair; Dr. John Molesworth, Vice Chair; Ellis Barber; Nick Diaz; Gary Fearnow; Carolyn Kimberlin; and Tom Lynch. Also in attendance: President Elizabeth Burmaster, Secretary/Treasurer of the Board; Education Liaison Janice Spiegel; Kari Melvin, Recording Secretary; Natalie Bowers, Chair, Faculty Association (FA); Administrative Staff Association (ASA) Executive Committee member Danielle Stoffer; Taylor Ferraro, Secretary, College Senate; Kyle Dineen, President, Student Government Association (SGA); Dana McDonald, Vice President (VP) for Finance; Dr. Tony Hawkins, Provost/Executive Vice President (EVP) for Academic Affairs, Continuing Education, and Workforce Development; Jerry Boyd, Special Assistant (SA) to the President for Institutional Effectiveness; John Wichser, Chief of Operations (COO); Melissa Bard, Interim VP for Human Resources; Laura Mears, Associate Vice President (AVP), Enrollment Services; Jerry Haynes, AVP/Dean of Students; Michael Baisey, Executive Director of Marketing and Web Management; Dr. Roy Church; and other members of the College and staff.

**CALL TO ORDER**

The meeting was called to order by Board Chair Debra Borden at 7:03 p.m. The Chair recognized the Affinity Group representatives and others present. She noted the attendance of Dr. Roy Church, who is the consultant conducting the external review under

**the Annual Strategic Priority to enhance best practices in communication and employee relations. He also attended the Board Conversation this evening.**

### **APPROVAL OF MINUTES**

**The Chair called approval of the minutes of the October 17, 2018 board conversation and regular meeting of the board.**

***On a motion made by Trustee Diaz and seconded by Trustee Molesworth, the Board unanimously approved the minutes, as presented.***

### **PRESIDENT'S MONTHLY REPORT**

**President Burmaster commented on the updates received from the Strategic Advisory Team (SAT) workgroups during the Board Conversation this evening. She added that over 100 faculty and staff are involved in the SAT this year, which is all volunteer.**

**President Burmaster then gave highlights from her written report, which the Board members received in their meeting packet. Also included in the President's written report were the CIP Construction Projects Update and the Maryland Association of Community Colleges (MACC) 2019 Legislative Agenda adopted by the MACC Board of Directors. She noted her attendance at the Campus Compact Mid-Atlantic (CCMA) President's Institute at Gallaudet University and provided copies of the CCMA publication *Model Programs 2019* in which FCC is highlighted for the FCC Parents Lead program and the P20 CONNECTS partnership with Frederick County Public Schools (FCPS). Elizabeth Duffy, FCC Executive Director, Dual Enrollment and Dr. Kristine Pearl, FCPS Career & Technology Education Supervisor presented at the President's Institute on K12-Higher Education Partnerships Cultivating College, Career, and Civic Readiness. President Burmaster continued that Visit Day is in its third year and was a wonderful opportunity to**

share information about FCC with community and business leaders; Cyber Day was held on October 26 with almost 200 FCPS students attending and it is also in its third year; An Artful Evening and Distinguished Artist Awards on November 3 showcased the talent of FCC art, music, and theater faculty members and recognized alumni for their impressive artist careers; and the third annual FCC Employee Wellness Fair was held on November 8.

### **INFORMATION/DISCUSSION ITEMS**

**Marketing Update** – Executive Director Baisey presented this item. A new marketing campaign began this month featuring the unique people and individual stories that make up the FCC community. Students, faculty, and staff are highlighted in web stories, videos, print, and digital materials. The campaign includes paid advertising through cable television, local radio, print publications, direct mail, digital display, search, outdoor display, and social media. Print samples of new FCC web pages, print and direct mail publications, print and digital displays on campus, and advertisements for social media, local radio, television, internet streaming, and TransIT bus wraps were presented. Executive Director Baisey then played a new commercial titled *FCC Community* which began earlier this week online and on television. Over the next few weeks, additional commercials that include more faculty, staff, and students will also be released. Campaign messaging directs people to visit the new FCC Stories web page at [www.frederick.edu/stories](http://www.frederick.edu/stories).

There was discussion regarding the marketing budget, which is about 50% of what most brands would spend because of the amount of work that is performed in-house. Trustees expressed satisfaction with the continued positive results being obtained on a minimal budget.

*This item was presented for information only – no action was taken or requested.*

**Fiscal Year 2018 Institutional Effectiveness Report – SA Boyd presented this item.**

**He overviewed the FY 2018 Institutional Effectiveness (IE) Report which the Board members received in their meeting packet. Institutional effectiveness is the capacity the College has developed to support its mission and the extent to which it has met the goals and objectives of the strategic plan *FCC 2020*. College planning and assessment changes each year, often in response to external requests from local, state, and federal agencies. For the next few years, planning and assessment will continue to be driven by the new Middle States Commission on Higher Education reporting requirements, Maryland Higher Education Commission compliance and ad hoc report requests, and the College Board of Trustees Annual Strategic Priorities.**

**The report highlights planning, budgeting, and assessment activities across the College that are formally measured, documented, and confirmed annually through several general processes: Regional Accreditation, Federal and State Reporting, Academic Program Review, Course Level Assessment, Non-Academic Program Review, and assessment of the Goals in the College 5-year strategic plan, *FCC 2020*. The report also includes examples of in-house assessment requests and reports that were completed during the fiscal year. This report is prepared each year by the Institutional Effectiveness Team in collaboration with the President, Senior Leaders, and many other members of the College community.**

**The focus of the FY 2018 IE Report is on presenting measures and outcomes that are standard state and federal metrics of institutional effectiveness, as well as other outcomes the College accomplished from July 1, 2017 to June 30, 2018. Activities and**

outcomes that occur after July 1, 2018 will be reported in the 2019 Institutional Effectiveness Report.

Chair Borden noted that FCC has the highest four-year graduation/transfer rates among the 16 Maryland community colleges again this year. Trustee Kimberlin commented that the numbers send a great message about where FCC stands compared to the rest of the state and should be shared with the community. There was discussion regarding the improvements in developmental education and partnerships with FCPS. Trustee Diaz stated that the days of an adversarial relationship between FCPS and FCC are over. Trustee Fearnow expressed that the strength of the report is that it presents relative performance. Trustee Lynch agreed that it is a tremendous resource and provides a wealth of information. The report will be posted on the College website.

*This item was presented for information only – no action was taken or requested.*

### **ACTION ITEMS**

President Burmaster announced that this is COO Wichser's last Board meeting as he will retire on December 31, 2018. She expressed from the bottom of her heart, and on behalf of the entire College community, appreciation for his excellence in leadership and the capacity of work that he and his team have done in the last three years. He will be missed dearly. The Trustees echoed her comments. COO Wichser thanked President Burmaster and the Trustees, noting that what they collectively have been able to accomplish is monumental and has helped to prepare the College for the next 20 years.

**Approval of CIP and County Capital Budget Request FY 2020 – FY 2025 – COO**  
Wichser and VP McDonald presented this item. The College is required every year to submit its capital improvements program (CIP) and capital budget request for the next six

years to the County for review and budget approval. The FY 2020 – FY 2025 CIP has been developed to use funds to revitalize and repurpose existing spaces. The projects requested include renovation/addition to Building E, Linganore Hall (Building L), and the Athletics Center (Building D); reconfiguration of space in Annapolis Hall (Building A); life safety system upgrades; ADA repairs and upgrades campus-wide; several roof repairs/replacements; mechanical/electrical/plumbing systems upgrades; exterior building door and window replacements and façade maintenance; as well as other deferred maintenance backlog items and ongoing miscellaneous renovations.

The College CIP and County Capital Budget Request for FY 2020 – FY 2025 is approximately \$50.96 million and includes County funding of just under \$36.42 million. For FY 2020, the College is requesting a total of \$5,690,680 from the County to begin the design for the Linganore Hall renovation, begin the Annapolis Hall renovation, and fund deferred maintenance, classroom technology upgrades, and PeopleSoft technology upgrades.

COO Wichser and VP McDonald recommended approval of the FY 2020 – FY 2025 CIP and County Capital Budget submittal request. Once approved, the request will be forwarded to the County Budget Office. The initial County budget hearings begin in January. The final CIP budget will be approved in June.

*On a motion made by Trustee Diaz and seconded by Trustee Barber, the Board unanimously approved the CIP and County Capital Budget Request FY 2020 – FY 2025, as presented.*

**Approval of Nominations for Emeritus and Distinguished Status for 2018 –**  
Emeritus and Distinguished Status may be awarded to retired or deceased administrators,

faculty, or support personnel who served the College for more than 10 years. Members of the Faculty Association, Administrative Staff Association, and Support Personnel Association affinity groups can nominate eligible individuals annually using their criteria. The Senior Leadership Team selects employees from the affinity group recommendations who will be forwarded to the Board of Trustees for approval. The following individuals are being recommended for approval: faculty Dr. Ted Taft for Emeritus Status; administrator Saran Smith-McLaughlin for Emeritus Status; and support personnel Beverly Grubbs and Sharon Wallick for Distinguished Status.

President Burmaster recommended Board approval of the 2018 Emeritus and Distinguished Status nominations, as presented.

*On a motion made by Trustee Diaz and seconded by Trustee Molesworth, the Board unanimously approved the 2018 Emeritus and Distinguished Status nominations, as presented.*

**Approval of Piggyback Contract with Competitive Innovations in an amount not to exceed \$65,000.00; Piggyback of the GSA Contract – Schedule 70 (GS-35F-0550N) for Website Development** – SA Boyd and Executive Director Baisey presented this item. Each year, nearly 500,000 people visit the College website. As the most prominent marketing channel for public-facing communications, website development work is required to continually improve the user experience the site offers. Website development includes work that is technically sound, secure, aesthetically pleasant, accessible, fast-performing, and compliant with all regulatory guidelines and laws.

Competitive Innovations serves as the College incumbent website developer agency for Frederick.edu, procured by GSA Schedule 70 (GS-35F-0550N) piggyback contract in

**2014. Competitive Innovations maintains secure access to IT assets and has intimate knowledge of the performance and stylistic requirements of the FCC website, including Section 508 compliance and adherence to FCC brand guidelines.**

**As the initial developer of the website in the Kentico Content Management System (CMS), Competitive Innovations is best positioned to complete efficient and effective development work. Competitive Innovations remains the only Kentico Gold Partner with a GSA Schedule 70 prime contract that is also a small business registered with the State of Maryland. Most recently, Competitive Innovations was procured for successful development of more than 100 pages of Frederick.edu during FY 2018. The GSA Schedule 70 status of Competitive Innovations ensures that the work provided does not exceed fair market value. Funds for this purchase are available in the CIP budget (85-800125-8000300-60040 – Consulting).**

**SA Boyd recommended approval of the use of the GSA Contract-Schedule 70 (GS-35F-0550N) with Competitive Innovations for website development in an amount not to exceed \$65,000.00 during FY 2019.**

*On a motion made by Trustee Lynch and seconded by Trustee Molesworth, the Board unanimously approved the piggyback contract with Competitive Innovations, as presented.*

**Approval of Award Recommendation – RFB #19-FP-10 for Storefront Door and Hardware Replacement to A&S Unlimited Construction LLC in the amount of \$788,000.00**

**– COO Wichser presented this item. The College recently requested bids from contractors for construction services related to the storefront door and hardware replacement project. The renovations are intended to provide improved facilities. The project includes, but is not limited to, the replacement of various storefront doors and door hardware and select**



portions of storefront frames and glazing at Annapolis Hall (Building A), Braddock Hall (Building B), Catoctin Hall (Building C), the Athletics Center (Building D), the Visual & Performing Arts Center (Building F), and Linganore Hall (Building L). The scope of work includes, but is not limited to, architectural and electrical work including: replacement of various storefront doors and door hardware at buildings noted above; replacement of select portions of storefront frames and glazing where indicated; replacement of existing ADA door access switches and new switches where indicated; and coordination of existing card readers with new storefront doors and where indicated. The contract completion date is June 30, 2019.

A formal RFB was advertised on eMaryland Marketplace and posted to the College Bid Board. A pre-bid conference was held at the main campus to review the project scope of work, address questions, and allow inspection of the proposed job site. Two agencies attended the pre-bid conference. An addendum to the RFB was posted on the College Bid Board. The College received one responsive bid. A&S Unlimited Construction LLC was the low responsive bidder with a total bid price of \$788,000.00. Funds for the proposed award amount are available in the CIP budget (85-800085-8000170 – Miscellaneous Renovations).

There was discussion regarding reasons why the College only received one bid, which included that some of work needs to occur outside of normal business hours to minimize disruption to the learning environment.

COO Wichser recommended approval to award RFB #19-FP-10 for storefront door and hardware replacement to A&S Unlimited Construction LLC in the amount of \$788,000.00, plus a 5% contingency of \$39,400.00 to cover any potential unforeseen or

hidden conditions, at a total proposed project cost of \$827,400.00. The 5% contingency will be held in reserve by the College, and is not included in the awardee's contract.

*On a motion made by Trustee Lynch and seconded by Trustee Kimberlin, the Board unanimously approved the award to A&S Unlimited Construction LLC, as presented.*

**Approval of Proposal for Associate of Applied Science in Physical Therapist Assistant Program** – Provost/EVP Hawkins presented this item. The Curriculum Committee approved a proposal for a new 69-credit Associate of Applied Science (A.A.S.) degree in Physical Therapist Assistant (PTA). The number of total credits required for this degree falls within the Maryland Higher Education Commission (MHEC) 60-credit limit exception for physical therapy programs in the state of Maryland. PTA education prepares the student to perform selected components of intervention and data collection and assess the patient's safety and response to the interventions provided under the direction and supervision of the physical therapist. Depending on the particular needs of a patient, physical therapists may choose to utilize a PTA to provide therapeutic exercise, functional training, or soft tissue massage. PTAs may also provide electrotherapy, ultrasound, and other treatments when included in the physical therapist's plan of care for the patient.

An opportunity exists in the Career Programs area to ensure that FCC is responsive to workforce needs by providing quality and rigorous education and training programs. According to the Bureau of Labor Statistics, the demand for PTAs is expected to spike upward by 31% nationally between 2016 and 2026. With 45,000 jobs added annually, it is one of the fastest growing occupations in the country. This career pathway will create a robust pipeline that will lead to a rewarding healthcare career in rehabilitation and wellness.

**The proposed program supports the increased community demand for physical therapy among the aging population and aligns with the FCPS newly developed Physical Rehabilitation program. It has the potential to increase dual enrollment and offer additional articulated credit options for high school students to earn college credits.**

**The proposed PTA program is designed to prepare a globally skilled workforce that is competent in performing selected physical therapy services throughout the Frederick County workforce area; directly supports the mission of Fredrick Community College by preparing students for a career in healthcare; and will be comprised of challenging academic content with clinical site skill application.**

**Provost/EVP Hawkins recommended approval to create the A.A.S. in Physical Therapist Assistant program. The proposal will then be submitted to MHEC for review and approval. After MHEC approval, a program manager will be hired and the College can begin the process of accreditation.**

*On a motion made by Trustee Diaz and seconded by Trustee Molesworth, the Board unanimously approved the proposal to create the A.A.S. in Physical Therapist Assistant program, as presented.*

**Approval of Proposal for Retail Management Certificate – Provost/EVP Hawkins presented this item. The Curriculum Committee approved a proposal for a new credit Retail Management Certificate under the existing A.A.S. in Business Management. The Retail Management certificate will prepare students with the knowledge and skills for locally in-demand retail jobs in alignment with the student success focus of creating pathways in academic, continuing education, and workforce development programs. The certificate is constructed as a stackable credential within an existing degree program.**

While many retail management positions require only a high school diploma, the proposed certificate provides students with an advantage over other applicants with its focus on principles of management, supervision, and basic business skills. Students earning this credential not only distinguish themselves from other entry-level applicants but will also have 24 college credits that can be applied to further education in fields such as Business, Accounting, Management, and General Studies. The category of “first-line supervisors of retail sales workers” is a high-demand, short-supply field with more than twice as many jobs as candidates; in Frederick County the “Retail Trade” industry has 401 advertised positions, second only to “Professional, Scientific, and Technical Services.” The mean annual wage for a retail manager in Maryland is \$44,629. While this is below the average county wage of \$51,428, it is higher than the average wage for workers with only a high school diploma (data from Maryland Workforce Exchange, 10-31-18).

Provost/EVP Hawkins recommended approval to create the Retail Management Certificate under the A.A.S. in Business Management degree. The proposal will then be submitted to MHEC for review and approval.

*On a motion made by Trustee Diaz and seconded by Trustee Lynch, the Board unanimously approved the proposal to create the Retail Management Certificate under the A.A.S. in Business Management degree, as presented.*

**Approval of Proposal for Social Media Management Certificate** – Provost/EVP Hawkins presented this item. The Curriculum Committee approved a proposal for a new credit Social Media Management Certificate under both the existing A.A.S. in Business Management and the A.A.S. in STEM Technology. The Social Media Management certificate will prepare students with the knowledge and skills for locally in-demand social

media jobs in alignment with the student success focus of creating pathways in academic, continuing education, and workforce development programs. The certificate is constructed as a stackable credential within the existing degree programs.

The credential will provide students with 21 credits and a unique combination of business, marketing, law, and computer science coursework to prepare them for positions managing the information technology that fuels social media and web sites. These skills would be applicable to a wide variety of companies and organizations, as industries seek to leverage digital channels such as search engines, social media, email, and websites to connect with current and prospective customers. The credential will be valuable to students new to college, but will also serve to refresh the skills of professionals working in an increasingly digital landscape.

Provost/EVP Hawkins recommended approval to create the Social Media Management Certificate under both the A.A.S. in Business Management and A.A.S. in STEM Technology degrees. The proposal will then be submitted to MHEC for review and approval.

*On a motion made by Trustee Lynch and seconded by Trustee Molesworth, the Board unanimously approved the proposal to create the Social Media Management Certificate under both the A.A.S. in Business Management and A.A.S. in STEM Technology degrees, as presented.*

#### **TRUSTEE COMMENTS**

Trustee Diaz encouraged all of the Trustees to attend the Biotechnology Club Pinning Ceremony on November 26, 2018 and the Associate Degree Nursing Program Pinning Ceremony on December 18, 2018.

**Trustee Kimberlin commented that the information from today's meeting has given her tremendous confidence in what is going on at the College. She said she was very impressed and commended everyone for their work.**

**Trustee Lynch noted that he visited the 200 Monroe lunch express pilot program and that it was incredible to see the amount of support from those in the community who attended.**

**ADJOURNMENT**

*The regular meeting adjourned at 8:05 p.m.*

**NEXT MEETING**

**The next regular meeting of the Board will be held on Wednesday, January 16, 2019 at 7:00 p.m. in the Chris T. Matthews Board Room (A201).**

**Elizabeth Burmaster  
Secretary/Treasurer**

Prepared by Kari Melvin  
Office of the President  
Frederick Community College