The meeting of the Board of Trustees for Community College of Allegheny County was called to order at 4:00 p.m. on Thursday, April 2, 2015, in Byers Hall at CCAC, 808 Ridge Avenue, Pittsburgh, Pennsylvania, Frederick Thieman, Vice-Chair, presiding.

The Roll was called and the following represents the results.

**ROLL CALL**

**Board Members Present:**
- Dr. Elayne Arrington
- Mr. William Cagney
- Senator Jay Costa - Treasurer
- Ms. Mary Ann Eisenreich (via telephone)
- Mr. James M. Flynn – Assistant Treasurer
- Dr. Mona Generett – Assistant Secretary
- Ms. Martha W. Isler – Secretary
- Mr. James Sacco
- Ms. Joyce A. Snell
- Mr. Frederick Thieman, Vice-Chair

**Absent:**
- Mr. Kevin Kinross
- Ms. Amy M. Kuntz, Chair
- Ms. Charlene Petrelli
- Mr. Charles Powell

**Others Present:**
- Dr. Quintin B. Bullock, President
- Dr. Mary Frances Archey, Executive Director for Strategic College Initiatives
- Ms. Joyce Breckenridge, Vice President for Finance
- Ms. Theresa Bryant, Vice President, Workforce Development
- Ms. Nancilee Burzachechi, Executive Director for Governmental and External Relations
- Ms. Roseann DiCola, Chief Executive Officer, CCAC Educational Foundation
- Mr. Anthony DiTommaso, Vice President and General Counsel
- Mr. John Dziak, AFT President
- Dr. Donna Imhoff, Campus President, Allegheny
- Ms. Elizabeth Johnston, Executive Director of Public Relations and Marketing
- Dr. Mary Lou Kennedy, interim Campus President, North
- Dr. Charles Martoni, Campus President, Boyce
- Dr. Gretchen Mullin-Sawicki, interim Provost/Executive Vice President for Academic and Student Affairs
- Ms. Charlene Newkirk, Campus President, South
Vice-Chair Thieman opened the floor to accept a motion to approve the minutes for the March 5, 2015 Board of Trustees meeting. The motion was moved by Trustee Generett and seconded by Trustee Sacco and approved by the Board of Trustees. (Attachment 1)

Vice-Chair Thieman reported that the Board Retreat was held earlier today and provided a wealth of information.

**Action Items:**

**Acceptance of the Fiscal Summary for the eight months ending February 28, 2015:** Trustee Costa provided detailed background information and made a motion that was seconded by Trustee Flynn to approve the Financial Statements for the eight months ending February 28, 2015. The motion was approved by the Board of Trustees. (Attachment 2)

**Approval of Bond Issue and Resolution:** Trustee Costa provided background information and made a motion that was seconded by Trustee Flynn to approve authorization to enter into an agreement with the State Public School building Authority (SPSBA) to issue bonds in the amount of $4.0 million. The motion was approved by the Board of Trustees. (Attachment 3)

**Committee Report:** Members were provided an update from Trustee Thieman.

The committee met earlier in the week to review and discuss the following activities:

**All College Day** - The college will close from 8 a.m. – 1 p.m. on August 11, 2015 to allow all employees to meet in a large assembly. Space is currently being sought to accommodate the large group and also break-out sessions.

**College-Wide Council** - On March 25, 2015 the college held a forum at South Campus. Dr. Bullock addressed administrators and the union leaderships. We will also begin a strategic planning exercise required for Middle States and continue to engage employees in the planning process.

**Years of Service Recognition event** - The college is considering holding a college-wide event to recognize employee years of service. Currently these events are held at each individual campus.
Leadership Development Institute - LDI will begin the biennial schedule this fall. The call for applications will be posted in the summer and applicants will be selected in September. The first session (welcome and orientation) is planned for December.

Faculty Development - The college is considering creating a Blackboard based course, handbook, and resource area for full-time and part-time faculty. This institute will work closely with the online learning division, the Provost, and ITS.

Administrative Development - Based on the findings from the Climate Study and input from the Office of Diversity and Inclusion, courses for administrators have been developed. The first course was offered on all four campuses and the West Hills Center and was created for supervisors. The five-session course was presented to 95% of the supervisor’s college - wide. A summer session will be offered for new hires and make-up sessions will be provided at this time. The sessions were evaluated and new topics will be introduced.

Committee Report: Trustee Sacco provided members with an update on new strategic promotions and marketing activities.

Public Relations and Marketing update: On Thursday, March 12, CCAC hosted a signing ceremony in which the presidents of CCAC and Carlow University signed a series of articulation agreements designed to enable CCAC associate degree graduates the ability to transfer seamlessly to Carlow in order to complete their bachelor’s degrees. As a result of CCAC’s outreach efforts to the media, press coverage of the event was very strong with TV (WPXI & WTAE), radio (WESA 90.5 FM) and print (Pittsburgh Business Times, Pittsburgh Tribune-Review & Pittsburgh Post-Gazette) media all covering the event. Additionally, there have been 298 positive CCAC mentions in the press this past month, many of these a result of Governor Wolf’s visit to West Hills Center on March 10 and the aforementioned CCAC-Carlow signing ceremony on March 12.

The Leading Edge commercials—showcased at last month’s board meeting—are now available on the CCAC website with the extended six-minute infomercial distributed to internal constituencies for use as an additional college recruiting tool.

CCAC’s inaugural edition of the CareerFocus magazine has been mailed to 47,940 prospective student households with a further 8,000 editions distributed among the campuses and centers. An online edition is also available on the CCAC website.
College-wide 2015 Open House events will take place on Thursday, April 16 and Tuesday, July 14, the following promotional activities are being undertaken:

Non-paid Promotional Activity

- Web and digital announcements have been scheduled in the months leading up to the open houses with a series of CCAC website homepage rotations and social media posts prominently featured.
- Public relations outreach will involve press releases, media advisories and jump calls.
- Promotional eblasts are underway, targeting all non-completing students who attended CCAC between Fall 2010 and Fall 2014.

Purchased Promotional Activity

- Postcards have been printed and mailed to 146,626 targeted households in both Allegheny and Washington counties; a further 3,500 postcards were distributed at the Pittsburgh International Auto Show and to all campuses and centers.
- A WQED (:15) underwritten spot was created and ran March 16–22.
- A series of print ads have and are running, including Summer session ads in college and university publications.

During the month of February, the CCAC website had 708,587 page views from 105,126 users of which 26.49 percent were new users.

Other highlights include:

- Black History Month online presence: [https://www.ccac.edu/BlackHistoryMonth/](https://www.ccac.edu/BlackHistoryMonth/)
  The presentation included:
  --A custom homepage callout and specialized calendar listing of events
  --A callout/highlight and link of Dr. Bullock’s Pittsburgh Urban Media interview and a rotating photo gallery of Dr. Bullock’s visit to the neighborhood Learning Alliance
  --A K. Leroy Irvis callout containing rotating facts
  --A featured event callout: Sam Black’s From Slavery to Freedom: The Underground Railroad in Pittsburgh
  --Heavy Facebook and Twitter integration with strategic posts throughout the month

- Community Education (this is a continuing project to ultimately place Community Education in global navigation)
  --Placed links and callouts on homepage; created graphic callouts on
Committee Report: Trustee Cagney provided members with an update on Student Success and Workforce Development.

Members reviewed the K-12 initiatives and partnerships. (Attachment 4)

Workforce Development Update

WEDnetPA: CCAC has been a partner since its inception in 1999. The overall program has served over 1,000,000 individuals and 17,000 companies (primarily manufacturing) across the Commonwealth. CCAC manages more than $260,000 in training funds for FY15.

Professional Continuing Education Partnerships: CCAC partners with the following providers for Professional Continuing Education: Supreme Court of Pennsylvania, Continuing Legal Education Partner; Pennsylvania State Board of Accountancy; Pennsylvania Real Estate Commission; International Foundation of Employee Benefit Plans; United States EPA Lead Renovator Initial/Refresher; OnCourse Learning; Crisis Center North.

Community Training and Development: CCAC currently partners with the following business/agencies/organizations to provide training services: Department of Human Services; John J. Kane Regional Centers; Office of Vocational Rehabilitation; City of Pittsburgh – CitiParks; United Way of Allegheny County; Allegheny Health Network; Allegheny County Medical Society; Vintage Senior Services; CRM Habilitation; Mainstay Life Services; Milestone Inc.; Noble Energy; Southwinds, Inc.; Residential Care Services; Mercy Behavioral Health; Step-By-Step, Inc.; Verland; Ozanam; Action Housing; Crafton Towers, UPMC- McKeesport Gold Wellness Club.

Public Safety Institute: The CCAC Public Safety Institute partners with the Allegheny Fire Department, Volunteer Fire Departments, and other public safety providers in Allegheny County and the Northern Tier to provide training services.

Corporate Partners: The longest-standing corporate partner for CCAC Workforce Development is U.S. Steel, with whom we have an annual contract to provide a vast array of training. We also have a long-standing partnership with the Three Rivers Workforce Investment Board to help meet the workforce needs in the region. The chart attached indicates the corporate training partners we have engaged with to date in 2015. (Attachment 5)

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Campus Highlights

Allegheny Campus

RNA Achievement staff succeeded in getting a major article (feature) published in a major nursing journal, the February 2015 issue of the Journal of Nursing Education. The article articulates how to help educationally disadvantaged students succeed in nursing.

Title: A Community College Model to Support Nursing Workforce Diversity
Janet Colville, DNP, RN; Sherry Cottom, MSW; Teresa Robinette, BSN, RN; Holly Wald, PhD; and Tomi Waters, MS, CFRE

ABSTRACT

Community College of Allegheny County (CCAC), Allegheny Campus, is situated on the North Side of Pittsburgh.

The neighborhood is 60% African American. At the time of the Health Resources and Services Administration (HRSA) application, approximately one third of the students admitted to the program were African American, less than one third of whom successfully completed it. With the aid of HRSA funding, CCAC developed a model that significantly improved the success rate of disadvantaged students. Through the formation of a viable cohort, the nursing faculty nurtured success among the most at-risk students. The cohort was supported by a social worker, case managers who were nursing faculty, and tutors. Students formed study groups, actively participated in community activities, and developed leadership skills through participation in the Student Nurse Association of Pennsylvania.

This article provides the rationale for the Registered Nurse (RN) Achievement Model, describes the components of RN Achievement, and discusses the outcomes of the initiative. Retention and graduation rate of students involved with the supports provided by the HRSA grant improved to 84.5%.


Allegheny is working with the Pittsburgh Public Schools to offer courses funded by the Pittsburgh Promise to students at Perry, Westinghouse, and Carrick. Students are enrolled in the Career and Technical Training programs (CTE), specializing in health careers or culinary arts. Students who complete the 3 year program in
culinary arts and take the offered CCAC classes will be able to articulate into CCAC’s Culinary Arts program with 27 completed credits in the program.

Boyce Campus

Summer ESL Workshop Series 2015
For Allied Health and Nursing Students
Boyce Campus Retention Committee

The Boyce Campus Retention Committee is pleased to announce a new series of summer workshops for students in Allied Health and Nursing Programs. New students who have been accepted to these programs, as well as current students, are eligible to attend at no charge. These workshops will provide an opportunity for students to practice their English language skills while learning about personal and clinical interactions in American healthcare systems. English language skills screening will be provided and students will be able to improve their competencies in writing, reading, speaking and listening for use in the healthcare setting context of their selected careers.

Workshops will be provided twice a week for eight week. A morning and an afternoon track will be created. Each track will serve up to eight students who are willing to continue for the entire eight week program. Topics of the workshops are:

- Week 1 Workshops: Initial ESL Evaluation and Program Information
- Week 2 Workshops: Cultural and Non-verbal Communication
- Week 3 Workshops: Conversation Development
- Week 4 Workshops: Healthcare Jargon
- Week 5 Workshops: Self-Assessment
- Week 6 Workshops: Writing Review
- Week 7 Workshops: Final Practice
- Week 8 Workshops: Closing Evaluation

Learning outcomes are established for each workshop which will be evaluated through quantitative and qualitative measures. The Perkins grant will support salaries for presenters and personnel, and Dr. Charles Martoni has agreed to support the cost of dictionaries for students through a campus fund.

On March 10, 2015 Boyce Campus hosted the annual Occupational Therapy Assistant and Physical Therapy Assistant Alumni Job Fair. Six employers met with past and present students to discuss current and future job openings. Twenty five students attended the fair.

Kevin Hindman earned All American honors at the NJCAA National Invitational Bowling Tournament in Buffalo, NY, the weekend of March 6-8, 2015.
Chick-Fil-A Monroeville is interested in the Boyce Campus baseball team assisting with a community service project along with the Pittsburgh Pirates on April 2, 2015 in conjunction with the Miracle Fields (ball fields designed for handicapped boys and girls) throughout the area. All players are encouraged to assist with in this civic engagement project.

As a Civic Engagement Service Project the Boyce Campus Criminal Justice Club sponsored the Chesterfield, VA Police Department on March 11, 2011 to give a Civil Service Tests. The event was very well attended.

Boyce Campus will host The Lunar Rocks exhibit March 23rd through March 27th next week. Professor Patrick Huth was formerly employed by NASA and he has borrowed the Lunar Rocks and a collection of fragments of asteroids from NASA for presentations to our students and staff on March 24, 2015.

North Campus

West Hills center was proud to host Governor Tom Wolf for a tour of the facility and an opportunity to promote our Skilled Trade Programs. In addition to the Governor, County Executive Rich Fitzgerald and Senator Jay Costa were in attendance.

Student Life and the World Cultures Club are preparing for the Annual North campus International Food and Dance Festival in April highlighting cultures from across the world.

South Campus

New Outlook Academy: The leadership at CCAC South Campus met with representatives from New Outlook Academy, a residential school for young women who have been referred by the courts, and located in Baldwin, to discuss Workforce Development and Credit programs that we could offer at their school, including Dual Enrollment Classes, next fall.

College in the High School: We talked to Bethel Park High school representatives about initiating a College in the High School program in Business related fields next fall.

Admissions representatives and counselors presented a program focused on making a wise college choice and transfer opportunities at CCAC to approximately 50 seniors at South Allegheny and 100 seniors at Thomas Jefferson High Schools.

Job Fair: The Washington is hosting first ever job fair on April 14, 2015 in Washington Crown Center and will feature 25 prospective employers.

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National Science Bowl: We hosted the 24th annual High School and Middle School Science Fair at South Campus, sponsored by the U. S. Department of Energy National Energy Technology Lab (NETL) in late February. Congressman Tim Murphy was the kickoff speaker at the High School event.

President Bullock gave a brief update on the President’s Report for April.

National Academic Advising Association (NACADA)
Last week, three consultants with the National Academic Advising Association visited the College to meet with college administrators, faculty, and staff to gather information on CCAC academic advising activities. National Academic Advising Association (NACADA) consultants conducted a comprehensive review and assessment of our academic advising activities and will prepare and submit a report with recommendations that will serve to positively impact student success, retention, and completion. Information gathered from the assessment will help guide the planning and delivery of academic advising at the college.

CCAC Enrollment Review, conducted by Dr. Lew Sanborne, Ruffalo Noel Levitz
Dr. Sanborne spent two days at CCAC to review and assess enrollment and retention activities at the college. As a part of his visit, he met with each of the individuals listed below to get a comprehensive overview of the college’s enrollment and retention activities.

- Academic leadership to discuss the academic plan for the institution (current and future programs, capacity, underserved, new programs and delivery, etc.).
- Marketing and recruitment leadership to discuss marketing and recruitment strategies and goals
- President’s council and senior leadership team
- Student success leaders to discuss retention and completion strategies and goals
- Financial aid and business services leadership to discuss financial aid financial support services strategies
- Institutional Research/Effectiveness Information Technology to discuss data and analytic capabilities and role to support planning

At the end of the visit, Dr. Sanborne presented his findings and recommendations to support the college in planning and development plans to increase enrollment and retention. The highlights and recommendations are summarized in the PowerPoint presentation.

Community Partnership for Attainment/Complete College America Academy
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The college completed and submitted an application to receive targeted, personalized support and assistance for implementation of Complete College America Game Changers.

The Game Changes are evidence-based practices and policies that have had a positive impact on student success and progression toward completion. They include:

- Corequisite Remediation
- Structured Schedules
- Guided Pathways to Success

Once accepted into the CCA program, CCAC will receive intensive assistance and guidance to develop and implement the Game Changer strategy. This will include 2-3 deployments per year from CCAC subject matter experts, frequent communications and availability for immediate assistance. Participants will also come together in a convening/academy once a year.

The aims of this program are to encourage institution and community teams to implement the high impact practices for student success, which can help communities meet their goals, and help institutions improve student success outcomes.

**Lobby Day Highlights**

- Lobby Day: April 14, 2015
- Carlos Taylor of South Campus will be participating on behalf of CCAC and manning the demonstration table in the rotunda from 9 am until 2 pm with one of the CCAC robots.
- Students to accompany Dr. Bullock, Nancilee Burzachechi, Chuck Kolling and Meghan Fisher:
  - Cassie Gartin (Allegheny), Representative John Maher, Senator Matt Smith
  - Eric Reiche (Allegheny) Representative Dan Miller, Senator Wayne Fontana
  - Emily Burks (Boyce), Representative Joe Markosek, Senator James Brewster
  - Hashim Ahmed (Boyce), Representative Dan Miller, Senator Matt Smith
  - Jennifer Alspaugh (North), Speaker Turzai, Senator Vulakovich
  - Lianna Coholich (North), Speaker Turzai, Senator Vulakovich
  - Megan McMonagle (South), Representative Harry Readshaw, Senator James Brewster
  - Melissa Suehr (South), Representative Daniel Deasy, Senator Wayne Fontana

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COMMUNITY COLLEGE OF ALLEGHENY COUNTY

• Meetings & Photo Opportunities Scheduled To Date
  o Senator Matt Smith
  o Senator Jim Brewster
  o Senator Randy Vulakovich
  o Senator Wayne Fontana

Additional Meetings
  o Representative Dan Frankel
  o Other meetings to be scheduled

PA Commission for Community Colleges Press Conference – Details to be confirmed

ADJOURNMENT

The meeting was adjourned at 4:35 p.m.