

## NORTH GEORGIA TECHNICAL COLLEGE BOARD OF DIRECTORS

### Meeting Minutes

February 17, 2016

**Call to Order:** Chair Rebecca King called the meeting to order at 3:00 p.m. from the Blairsville Campus. The meeting was conducted via videoconference with members participating from the Blairsville, Clarkesville and Currahee campuses of North Georgia Technical College. The videoconferenced meeting is not the customary method of conducting meetings, but is a "trial run" in the event unforeseen circumstances necessitate meeting in this manner in the future.

**Invocation:** Jeremy Williams offered the invocation.

**Members Present:** Chair Rebecca King, Vice Chair Jeremy Williams, Chan Caudell, Dr. Jim Wade, Jane Brackett, and Ron Barden

**Members Absent:** Jeff Gooch, Rebecca Stovall

**Staff Present:** Dr. Mark Ivester, Acting President; Carol Carson, Vice President Administrative Services; Kathie Ivester, Vice President Academic Affairs; Dr. Mike King, Vice President Student Affairs; Carol Jackson, Associate Vice President of Economic Development; Shelby Ward, Dean of Adult Education; Amy Hulsey, Public Relations & Information Director; and Trudi Schubring, Executive Assistant to the President.

**Guests:** Colby Moore, Marketing Specialist

**Approval of Agenda:** *There was a motion by Jane Brackett, a second by Ron Barden, and the agenda was unanimously approved.*

**Approval of Minutes:** *A correction will be made to an incorrect amount of a grant contained in the December minutes under the Economic Development Report. With this noted correction, a motion was made to approve the December minutes by Chan Caudell, seconded by Jeremy Williams and the minutes were unanimously approved.*

#### **Chair's Report:**

- Chair Rebecca King called attention to an updated Board Meeting schedule for 2016, with the revision of two dates. The schedule was unanimously approved.
- Ms. King highlighted an Ethics Policy and Acknowledgement form contained in the Board member's materials. This is an annual requirement by TCDA. Members were requested to review the policy and sign the acknowledgement form. Copies will be maintained on file at the TCDA office as well as NGTC.

#### **Public Relations Update:**

- Amy Hulsey, Public Relations & Information Director, announced a new strategic marketing initiative, Program of the Month. Beginning in March 2016, one academic program will be highlighted each month with information provided to local media, website promotions, as well as strategic visits to middle and high schools. The purpose is to increase enrollment. The first program to be spotlighted is Auto Collision.
- Colby Moore, Marketing Specialist, provided an update on Social Media and the ways it serves as a marketing tool and information outlet. Using social media, traffic can be routed to the NGTC website, spotlight college events, faculty, and students, and disseminate information to the student body and community partners. A recent survey revealed Facebook is the most active social media site for NGTC, with over 5,000 fans on its Facebook page. The college maintains a presence on other social media channels such as Instagram, Twitter, LinkedIn, and YouTube. In comparison to other local technical colleges, NGTC has exceeded expectations with total engagement, with staff responding/replying to over 80% of questions or comments noted on its social

media page. Fifteen videos have been produced on YouTube, generating 1,500 new views on the NGTC page. Instructional videos are beginning to be shown on YouTube, such as commercial truck driving.

**Financial and Administrative Services Report:** Carol Carson

- The college is on track with expenses.
- The Department of Audits completed its 2015 audit engagement at the end of December. Findings are published on the DOAA website, [www.audits.ga.gov](http://www.audits.ga.gov).
- The annual Immigration & Security Report was completed and submitted to the Department of Audits.
- Budget discussions are underway for the coming year. The Executive Team is compiling a list of one-time purchases or needs not included in the original budget for funds which may be available at year end.
- The Blairsville construction project for the Health Sciences building in Blairsville is on track for completion with a ribbon-cutting tentatively scheduled for Monday, April 25. Details will be forthcoming as plans are finalized.
- The IST lab renovation is nearing completion.
- Search efforts continue for a Grants Coordinator.
- The Clarkesville Dining Hall scored 100 on a 6-month Health Department inspection.

*A motion to accept the January and February 2016 financial reports as submitted was made by Dr. Jim Wade, seconded by Jeremy Williams, and unanimously approved.*

**Academic Affairs Report:** Kathie Ivester

- Kathie Ivester reported that she and Janet Henderson, Director of Institutional Effectiveness, recently attended the SACS Conference. Preparations are currently underway for the compliance report.
- The 2015 Perkins Data Report from TCSG was received and all benchmarks were met with no additional report needed.
- Charles Hill, Paramedic/EMS Instructor, was the NGTC Rick Perkins award winner and will advance to regional finals on March 1, 2016.
- The ASN cohort in Blairsville began classes with 20 students.
- The ATD Dream Institute is scheduled on February 23-26 in Atlanta. In addition to executive staff, six faculty members will attend this year's conference.

**Student Affairs Report:** Dr. Mike King

- Commencement was held on January 21 at The Torch in Demorest with good attendance despite the weather.
- Financial Aid has processed 5,000 applications submitted for this aid year ending June 30.
- Disability Support Services was provided to 95 students across all three campuses.
- Enrollment increased 2.6% over Spring Semester with a total enrollment of 2,580 students. Dr. King commended staff for their efforts in retaining and bringing in new students.
- Jason Egerton, from the Nursing Program, was the NGTC GOAL winner for the year and will advance to the regional competition on March 1, 2016.

**Economic Development and Adult Education Report:** Carol Jackson and Shelby Ward

- Shelby Ward, Dean of Adult Education, reported the GED test had become increasingly more difficult, resulting in numerous students who were unable to pass the test. Ms. Ward announced that the passing score has officially been changed to 145, which means approximately 1,900 people in Georgia, who were previously unable to attain the higher score, will now pass and attain their GED. The revised GED scoring has three stages: a minimum score of 145 is equivalent to high school; a score of 165 is college-ready; and a score of 175 is college-ready and offers 10 hours of college credit. The new scoring system will be made retro to January 2014.
- Carol Jackson, Associate Vice President of Economic Development reported that the Truck Driving division completed 16 CDL tests for other companies and individuals.
- NGTC began a customized 100-hour welding training and certification course for a group of inmates at the Lee Arrendale Transitional Facility.

- A 72-hour certification production course is being conducted for employees from American Specialties, Inc.
- Continuing Ed is offering several new classes, including Adobe Illustrator, Canvas Art Painting, and Floral Design.
- Drivers Education continues to be successful, with classes filled to capacity. Ms. Jackson reported that once the Legislature adjourns, the College will be notified as to whether funding will continue for this program.
- Lego Camps for children ages 6-12 will be offered on all three campuses during the month of July.
- Tour dates are being scheduled for Wine, Arts and Heritage.


**President's Report:** Dr. Mark Ivester (Acting President)

- Dr. Ivester shared a video related to the benefits and advantages of technical training, education and preparation for the workplace. He explained that in today's economy, education and technical skills are considered the "new currency". He noted that this informative video will also be shared with an upcoming Workforce Development Industry breakfast sponsored by the Habersham Chamber of Commerce.
- Based on the recently completed Audit Report, NGTC is one of two technical colleges who will receive recognition for having completed a full audit with no findings.
- Dr. Ivester highlighted a sample Community College Survey (CCSSE) measuring student engagement, contained in the board materials. Although there was a \$5,000 cost to participate in this survey, the investment ties into enrollment initiatives. The survey focuses on how students spend their time, the nature and quality of their interactions with faculty members and peers, and what they have gained from their classes and college experience. The survey compares NGTC to other colleges in a variety of areas, and will help to determine areas in which improvements are needed.
- NGTC is one of four colleges who have experienced an increase in enrollment. NGTC has had positive enrollment for five consecutive semesters, which is the benefit of staff's efforts in laying solid groundwork. Dr. Ivester noted the enrollment numbers determine, in many cases, the amount of funding a college receives.
- Dr. Ivester reported that the new building which will house Economic Development, the Air Conditioning Program, and the CNC Machine Tool Program, is included in the Governor's budget. Although this was not on the original list of items for which the State Agency was requesting funding, NGTC's enrollment numbers as well as the strong support of local elected officials contributed to this success. The process is not yet complete, as it still needs to need to move through the senate and house.
- A new Plastics Program is being implemented to meet the automotive supply workforce needs.
- The Habersham County GED site was relocated to the Goodwill location in Cornelia.
- Dr. Ivester reminded the Board of the upcoming Foundation event, Trebles & Truffles, on March 11<sup>th</sup> at the Currahee Conference Center. The drop-in reception will recognize and honor NGTC volunteers, donors and other supporters of the college. Music will be provided by Dr. Jim Wade and his jazz group. A sampling of desserts will be supplied by the Currahee Culinary Department, and local wineries will offer wine tastings.

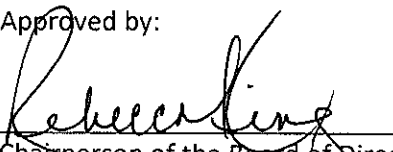
Chair Rebecca King adjourned the meeting at 4:15 pm. The next meeting is scheduled for March 23, 2016 at the Clarkesville campus.

**Approval to Adjourn:** *A motion to adjourn the meeting was made by Jeremy Williams, seconded by Jane Brackett, and approved by all.*

Minutes submitted by:

  
 President  
 North Georgia Technical College

Approved by:

  
 Chairperson of the Board of Directors  
 North Georgia Technical College