GREENFIELD COMMUNITY COLLEGE  
Board of Trustees Meeting  
February 17, 2022 8:00 a.m.  
ZOOM

Present: Chair Hector Toledo, Robert Cohn, Cady Coleman, Chris Donelan, Clare Higgins, Evan LeBeau, Joanne Marqusee, Isaac Mass, Robyn Provost and Judith Roberts

Others Present: Interim President Richard Hopper, Matthew Barlow, Anna Berry, Mark Boudreau, Marie Breheny, Dan Desrochers, Laura Garcia, Charles Jordan, Shannon Larange, Kimberly McKeage, Dan Nietsche, Alexis Page and Karen Phillips

Call to Order  
Chair Toledo called the meeting to order at 8:03am.

Minutes  
On a motion by Trustee Donelan and seconded by Trustee LeBeau, the GCC Board of Trustees voted unanimously to approve the draft minutes of the December 16, 2021, January 20, 2022 and February 2, 2022 meetings. A roll call vote was taken.

Roll Call Vote: Chair Toledo, Trustee Cohn, Trustee Coleman, Trustee Donelan, Trustee Higgins, Trustee LeBeau, Trustee Mass, Trustee Provost and Trustee Roberts – yes. Motion Carried.

Board Chair Report  
Chair Toledo reminded Trustees of the upcoming Legislative Open House being held at the College on Monday, February 28th from 10:00am-12:00pm. All trustees are invited to attend.

Committee and Liaison Reports/Updates

Academic Affairs  
No Report.

Alumni Liaison  
Trustee Roberts shared there are approximately 21,000 alumni of Greenfield Community College, and approximately 1,300 of them are members of the Alumni Association. The Alumni Association is currently working on outreach strategies particularly taking advantage of GCC’s 60th anniversary activities.

Finance Committee  
Trustee Cohn introduced Karen Phillips to review the College’s Quarterly Financial Statements for the period ending December 31, 2021. Trustee Cohn thanked Karen and her team for their extraordinary work particularly in these times of uncertainty around enrollment.
**MOTION**
On a motion by Trustee Mass and seconded by Trustee Coleman, the Greenfield Community College Board of Trustees approved the Quarterly Financial Report and Certification Statement submitted by the President for the period ending December 31, 2021. A role call vote was taken.

**Roll Call Vote:** Chair Toledo, Trustee Cohn, Trustee Coleman, Trustee Donelan, Trustee Higgins, Trustee LeBeau, Trustee Mass, Trustee Provost and Trustee Roberts – yes. Motion Carried.

**Foundation Liaison**
Trustee Provost shared the GCC Foundation is starting work on their spring campaign. They will be hosting a brainstorming session via zoom with their volunteer spring campaigners this Friday to finalize the theme, strategy and timeline.

2022 is GCC’s 60th Anniversary. The Foundation and Marketing teams are working on a 60th Anniversary web site landing page which will be launched and promoted later this month. 60th Anniversary activities will include a "GCC week" of activities being planned for the week before commencement (which is on June 4) as well as an alumni reunion and community celebration 9/23-9/24. The Foundation and Marketing teams are also working on a 60th anniversary video to share on social media and the landing page.

Key upcoming foundation events include a campaign kick-off breakfast for campaign volunteers in early April, a scholarship award ceremony in early May, and the golf tournament on May 23.

**Personnel & Policies Committee**
No Report.

**Student Senate**
Trustee LeBeau shared its been a great start to the semester and there is a noticeable difference in student involvement this semester. The Student Activities Office has reopened and students are back utilizing the space creating a great sense of community. Students are also enjoying the resumption of in person activities and events.

**New Business**
Presidential Search – Trustee Higgins reported the presidential search firm contract has been awarded to Academic Search. The search committee has met once and begun working on the position profile with Academic Search. Input will be sought from Trustees. The next meeting is scheduled for April 7th. Semi-finalist interviews are scheduled for April 25th and 26th with finalist interviews tentatively scheduled for the week of May 9th.

**President’s Report**
Interim Hopper reminded Trustees to read the two memos sent from Secretaries Peyser and Sudder regarding student mental health on college and university campuses after 2 years of the pandemic and mask mandates on public college and university campuses. While no official guidance was provided on the mask mandate, they are asking schools to revisit and reassess their masking policies. The College does not currently plan to make any changes to their mask policy. President Hopper attributes much of the increased student presence and sense of community on
campus to the current vaccination requirement and mask policy. Students feel safe spending
time together in person on campus. He was happy to report there have been no instances of
community spread on campus since the start of the pandemic.
President Hopper informed the Board the College is losing its lease of space with Smith
Vocational and Agricultural School which is home to the Licensed Practical Nursing program.
The senior leadership is currently scheduling meetings with local health care providers including
Cooley Dickinson for alternative space. The President noted it is crucial the program stay in
Hampshire county as many students that enroll in the program are from that county.
President Hopper reported mitigation from the recent burst sprinkler head has been completed in
effected areas and the rehabilitation process has begun. The expectation of return to the effected
spaces is sometime after Spring Break barring any significant supply chain or labor shortages.
The College is continuing to work with DCAMM for emergency funding to cover the cost of the
clean up and repairs. There was an additional flood due in the records room on the basement
level of the north wing building. Thankfully no records were damaged, however a fire alarm did
go off disrupting classes for a short period of time. Mitigation work has begun on the area. The
continues to be a struggle with the heating system in the Library. The system is having difficulty
maintaining a reasonable temperature on colder days.
President Hopper reported enrollment declines continue to concern the College. He was happy
to report the College recently hired Dan Desrochers as the new Director of Communications and
Marketing. This position had been vacated for a period of time and will be a tremendous support
to Enrollment Services.
The College is currently pursuing purchasing a Customer Relationship Management (CRM)
software. A firm has been hired to help create the RFP to ensure the College gets the best
product that targets the precise specification it needs. A CRM would support many areas of the
College including enrollment, retention, advising, communications and outreach, and the
Foundation; along with giving the College the ability to access relational data regarding student
interactions and behaviors.
The College is continuing to focus on updating and increasing the relevance of its programming
in the labor market by creating workforce trainings, certificates and micro credentials that are
relevant to the workforce needs. The development of quicker to market programs that focus on
specific workforce trainings will be critical. Programs and offerings must remain agile to fit the
changing workforce needs.
President Hopper reported he is continuing to meet with key stakeholders in the community
including representatives from Mass Hire, Greenfield Highschool and Franklin County Technical
School leadership.
He also reported the College recently received a grant to fund creating a fully online early
childhood education degree program.
The College’s Interim Governance Body has met for the third time. The interim model was
created in response to the College’s NECHE accreditation finding regarding the previous
governance model.

Adjournment
On a motion from Trustee Donelan and seconded by Trustee Roberts the Board of Trustees unanimously voted to adjourn at 8:58am.

Respectfully submitted by,
Shannon Larange