GREENFIELD COMMUNITY COLLEGE
Board of Trustees Mini Retreat
March 10, 2022 8:00 a.m.
ZOOM

Present: Coleman, Chris Donelan, Claire Higgins, Evan LeBeau, Isaac Mass and Judith Roberts

Absent: Robert Cohn, Robyn Provost and Hector Toledo

Others Present: Interim President Richard Hopper, Matthew Barlow, Anna Berry, Tonya Blundon, Dan Desrochers, Rosemarie Freeland, Aaron Hellem, Charles Jordan, Shannon Larange, and Mary McEntee

Call to Order
Trustee Donelan called the meeting to order at 8:07am.

President’s Report
Interim President Hopper shared the College recently hosted a Legislative Open House in which the entire delegation was able to attend. This was the first event that brought the delegation in the same room since the pandemic began and the College was tremendously honored to host that first gathering. The visit was very successful and provided the legislators an opportunity to see first hand the damage from the recent burst sprinkler head. They were also able to tour the East Building and get a better understanding of the investments the College plans to make to the building if awarded funds through the DCAMM proposal submitted in December. A clear need to make it purpose built for workforce that maps onto the Pioneer Valley Workforce Blueprint was presented.

President Hopper informed Trustees Smith Vocational Agricultural High School has notified the College that they are ending its lease of space at the end of August. The Licensed Practical Nursing program is currently at that location. He is currently working with Cooley Dickinson Hospital to find an alternative location and will keep the Board informed of that progress.

President Hopper also shared he and Tom Fitch from Bete Fog Nozzle have revived the Future of Work Committee that had been formed under the previous President and had suspended meetings during the pandemic.

Lastly, the College has put out an RFP for a customer relationship management database (CRM). This software administers interactions with customers/students, and uses data analysis to study large amounts of information. This will support many offices across campus including marketing, enrollment, advising and the registrar’s office.

Guided Pathways/Co-Requisite Model
President Hopper introduced Dean Chet Jordan to present on GCC’s guided pathways framework. He reviewed the current, critical challenges along with key data points. He provided an overview of how the pathways support enrollment stability and the anticipated outcomes.

Marketing/Enrollment Update

GCC Board of Trustees Meeting Minutes, March 10, 2022
President Hopper introduced Anna Berry, Chief Student Affairs Officer and Dean of Students, and Dan Desrochers, Director of Communications and Marketing, to provide an update on marketing and enrollment strategies. Topics included academic program initiates, the student enrollment management and success plan, strategies to mitigate enrollment declines, along with the future of GCC marketing.

Adjournment
On a motion from Trustee Cady and seconded by Trustee LeBeau the Board of Trustees unanimously voted to adjourn at 9:35 am.

Respectfully submitted by,
Shannon Larange