

**MINUTES OF BOARD WORK SESSION
BOARD OF TRUSTEES
ST. LOUIS COMMUNITY COLLEGE
Thursday, January 24, 2019**

A work session of the Board of Trustees of St. Louis Community College was held on Thursday, January 24, 2019 at the Forest Park Campus, St. Louis, Missouri, pursuant to notice and in accordance with R.S. MO 610.020 as amended.

1. Call to Order/Roll Call

Mr. Rodney Gee, Chair, called the meeting to order at 1:53 p.m. The following members of the Board of Trustees were present: Mr. Rodney Gee, Chair; Dr. Kevin M. Martin, Vice Chair; Dr. Doris Graham, Trustee; Ms. Libby Fitzgerald, Trustee; Dr. Craig Larson, Trustee; and Ms. Pam Ross, Trustee. Ms. Joan McGivney, Trustee; was absent.

Also present were Dr. Jeff Pittman (arrived 2pm), Mr. Paul Zinck, Vice Chancellor for Finance and Administration, Ms. Sylvia Edgar, Staff Attorney, Jessica Grove, Associate for Board Relations, Dr. Elizabeth Perkins, Dr. Anthony Cruz, Dr. Andrew Langrehr, Dr. Steve Collins (arrived 2pm), Dr. Julie Fickas, Dr. Carol Lupardus, Kelli Burns, Keith Hacke, Hart Nelson, Kedra Tolson, Dennis White, Matt Huber, Anne Wessely, and Jennifer Reed.

2. Overview of Data and Information

Enrollment History and Completion

Ms. Kelli Burns presented on Enrollment History and Completion and answered questions from Board member. Ms. Burns provided handouts to the attendees on the following topics:

- Trends in Fall Headcount for State Community Colleges 2013-2018
- Student Count Trends – Weekly graph from Spring enrollment through the first day of classes
- STLCC Students by Age Group
- STLCC Students by Campus
- SLCC Students by Classification – Ms. Burns noted the College is down 8% in Continuing students
- College level courses with high enrollment and low success rate
- Main Developmental education courses with high enrollment and low success rate

Dr. Larson questioned the causes of the decline in enrollment. Ms. Burns identified the economic recovery, population shift and competition as three of the primary causes for the decline in enrollment.

Mr. Gee stated the high enrollment/low success data was alarming. Dr. Martin inquired if the faculty were made aware of the high enrollment/low success rates and encouraged those conversations with faculty, deans and chairs. Ms. Fitzgerald questioned the national data on high enroll/low success rates in math and science classes. Board members also encouraged the leadership to seek advice from other community colleges that have had success in changing the high enrollment/low success data.

Board members requested additional data for the failure rates by course and related.

Dr. Martin questioned if the College is offering too many programs / majors.

Recruitment, Advising and Case Load

Dr. Anthony Cruz and Mr. Matt Huber presented on Recruitment, Advising and Case Load and distributed their current marketing material. The Board expressed support for Dr. Cruz to explore a potential partnership with the Department of Corrections to serve the incarcerated population. Trustees also volunteered to attend events as needed and represent the College.

Board members questioned the barriers to enroll and reapply in STLCC.

Dr. Martin questioned the purpose of the Math Placement Test and the potential barrier to enrollment.

Mr. Gee questioned how STLCC is working to reach the middle aged, some college, recently unemployed population.

Mr. Gee also inquired about the success of online universities. Dr. Cruz stated they have substantial IT and marketing budgets that allow them to spend on marketing and recruitment.

Dr. Pittman suggested that it may be time to consider narrowing degrees that are offered and shift resources.

Organizational Structure Changes

Dr. Andrew Langrehr and Anne Wessely presented on the Organizational Structure Changes. The College is continuing to remove barriers and increase partnerships for Dual Credit/Enrollment, including private schools. The Board expressed their appreciation for the work that is being done with dual credit/enrollment.

Dr. Lupardas shared that the College is making progress with scheduling and the updates should be completed by Fall 2020. Dr. Martin stated the answers of Fall 2019 for the online schedule update and Fall 202 for physical campus schedules.

Marketing and Communications

Kedra Tolson and Jennifer Reed provided an overview of the marketing and communications strategy. Kedra introduced attendees to the STLCC Marketing and Communication website.

The have already begun and will continue to use tools that are dynamic and take utilize the available data.

Mr. Gee questioned if there is data on the number of click-through on their ads that result in applications for admission. Though the click-through rates are increasing they do not have data right now on the results of the click-throughs.

3. Wrap Up and Adjournment

Mr. Gee thanked the presenters for their time and remarked that it is helpful for the Board to hear directly from Leadership.

There being no further business to come before the Board, the Work Session was adjourned at 4:43 p.m.

Respectfully Submitted,

Jessica Grove
Associate for Board Relations