

MINUTES OF THE BOARD OF TRUSTEES  
INDIAN HILLS COMMUNITY COLLEGE

April 13, 2015

The regular Board of Trustees meeting for Indian Hills Community College was held on April 13, 2015, in the Board Room on the Main Campus, Indian Hills Community College, Ottumwa, Iowa. Board President John Pothoven called the meeting to order at 4:00 p.m.

**Roll Call**

Members present: Judith A. Cox, Richard J. Gaumer, Tom Keck, Nellie M. Coltrain, George E. Manning, John Pothoven, and Alan M. Wilson.

Members absent: Beth Danowsky and Jerry L. Kirkpatrick.

**Minutes**

The minutes of the March 9, 2015, regular board meeting were reviewed.

**Motion**

It was moved by Richard J. Gaumer and seconded by Nellie M. Coltrain to approve minutes of the March 9, 2015 regular board meeting. The motion carried.

**Old Business**

None.

**Written Communications**

President Sprouse read a letter she received from an umpire. The letter stated how respectful, courteous, and kind our baseball coaches and players were during the game.

**Approval of Monthly Claims**

Board member Nellie M. Coltrain reviewed the list of bills on behalf of the Board and reported that all questions were answered satisfactorily by appropriate staff members.

**Motion**

It was moved by Nellie M. Coltrain and seconded by Tom Keck to approve the bills list for the month of March, 2015. The motion carried.

**Financial Report**

Bill Meck, Treasurer/CFO, reported that Indian Hills was able to maintain the increase in Tuition and Fees that was reported last month. \$1.22 million of Coast Flight fees are included in the Tuition and Fee line, Indian

Hills still shows a \$337,794 increase in that line item for this year and line 3, state aid, is up as expected. Salaries and Fringe, under expenditures, Indian Hills lost a little leverage this past month, increased slightly, but we are still seeing an overall decline in wages. Under Materials and Supplies and Other Current Expenses we have slight increases in the Services line and a slight increase in Materials and Supplies, but that is offset by a decline in Other Current Expenses related to our reduced cost in bad debt. Indian Hills Community College's financial position through the end of March is good.

Fund 2 is an update on where we are with levies and expenditures.

### Motion

George E. Manning moved and Richard J. Gaumer seconded to approve the Financial Report. The motion carried.

### 2015 North Campus Roadway Project- Establish Date, Time, and Location for Public Hearing

The preliminary plans and specifications for the North Campus Roadway Project were sent to the Iowa DOT the week of April 6, 2015. The DOT replied right away and said they agreed to the preliminary plans and to send them final specifications once the project was put out for bid. So, we have the green light from the DOT to get the project out to bidders. As part of that process Indian Hills is required to set a public hearing for next month.

Bill Meck stated that he would like to establish May 11, 2015 at 4:00 p.m. in the Indian Hills Community College Board Room, 525 Grandview Ave., Ottumwa, Iowa as the date, time, and location for a public hearing on the proposed contract documents (plans, specifications, form of contract, and estimated cost) for the 2015 North Campus Roadway Project (P/IR Project), officially IDOT Project No. MAS-869-0(9)-7E-90.

This conforms with what the code requires for setting a date and time for public hearing. It allows us to put a combined notice in our local newspaper to alert bidders as well as the notice of public hearing at the next board meeting. Bid notice parameters for the newspaper are that the notice has to be published no less than 4 days and no more than 45 days. The public hearing notice is no less than 4 days and no more than 20 days. May 5<sup>th</sup> will be the established due date for bids and they will be considered at the May 11<sup>th</sup> Board meeting as well as conducting a hearing. A date of June 15<sup>th</sup> is the latest the project will be started. The revised cost estimate is \$915,000 for the roadway pieces, that is both the base bid and the alternate bid, and approximately \$160,000 will be design and engineering fees for a total of \$1,075,000. Indian Hills has \$730,000 of roadway money and Bill is hoping for a bid that comes in a little under the

estimate. There is a list of approximately 50 contractors across the state and they will be given notice that the project is out for bid.

### Motion

Richard J. Gaumer moved and Alan Wilson seconded to set the hearing for May 11, 2015 for the North Campus Roadway Project. The motion carried.

### IACCT Report

Richard J. Gaumer reported that the group met on April 1, 2015 and they were given a worksheet on the FY16 IACCT Membership Dues increase and how the increase was established per college. The dues pay for the upkeep of the building and are set depending on enrollment at each community college.

Richard reported on the state per pupil increase for Higher Education based on an across-the-board increase of 1.75%. FY16 estimated per pupil increase for Community Colleges will be \$41.00, Private Colleges will receive \$59.00 per pupil and Regents will get \$189.00 per pupil. The focus of our discussions with legislators should be to get community college state support per pupil that is equal to Private Colleges. Currently, the difference is about \$891. The cost of this request is very high but it is our best talking point, we need to make the point with legislators that increasing state aid by the same percentage puts community colleges farther behind.

Richard stated that an Iowa Board/Trustee Professional Development and Leadership Survey was placed in each packet. This survey is asking whether there is an interest in offering webinars for board members and when members would be inclined to watch the webinars. IACCT would like input from community colleges on matters of interest for Board/Trustee Professional Development. Rich asked board members to fill please fill out and return the survey.

Richard then talked about how SARA (State Authorization Reciprocity Agreement) is a reasonably controversial topic. It is necessary if we offer college credit courses to a student in another state (even online courses). We have to get authority to teach the class in that state. It could be a cost prohibitive amount of money to offer classes in some states. As a result, there is a movement that has been approved in several states to make reciprocal agreements available. Iowa's Attorney General objected because there is not enough consumer protection. Iowa submitted an application and it was turned down because the consumer protection provisions were too strict. We have appealed and have asked for another review. There is some Congressional action moving through Senator Grassley, Senator Alexander and a Senator from North Carolina.

Rich reported that every 5 years we have people vote for a levy. There is a bill that says if the levy has been passed the last two times we are allowed

to continue the levy with only a board resolution unless tax payers could ask for a referendum on the issue of continuing the tax levy. The Governor vetoed the bill the last time it went to legislators but it is rumored that it will be approved this year.

Rich said enthusiasm is growing about the state conference that will be hosted on the Indian Hills Campus in July. There will be great speakers and good breakout sessions. This will be an opportunity to showcase our campus.

**Personnel Report**

Ms. Bonnie Campbell, Human Resources Director, presented the Personnel Report.

**Motion**

It was moved by Tom Keck and seconded by Nellie M. Coltrain to approve the Personnel Report. The motion carried. The Personnel Report is made a part of these minutes.

**New Business**

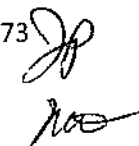
None.

**President of the College**

**A. Facilities Report**

Rick Fosdyck, Director of Maintenance, reported that his crew was very busy over break, but completed many projects. The ATC had ceramic tile base removed and replaced with a 6-inch vinyl backed base and this building is also getting a color make-over, pastels are disappearing. Rick also stated that new partitions have been put in the quad rooms upstairs and down at the ATC. Changes are taking place in the Rosenman building as well. Ceramic tiles were removed and replaced with an LVT floor covering which is easier to maintain and the open area will have carpet and new paint. The Arts and Sciences parking lot has had new curb and gutters poured, mulch was removed and will be replaced with turf, and the roads were cleaned. The two bathrooms across from the Pothoven SUCCESS Center have needed repairs for a while so that was the next project. The old partitions were removed and "painted" with LineX. This is a tough material and anything that is put on these doors will come off with Simple Green. Rick's crew also made changes to the cafeteria. He reported that the tile was removed from middle serving island and Winger's built a wood structure. The tile on the top of the island has been replaced with stainless steel and looks very nice.

Dr. Sprouse reported that Indian Hills is working with OPN architects on a Master Facilities Plan and a rendition of the plan will be presented at the June meeting.



## **B. Guest Report: Coast Flight**

Dr. Matt Thompson reported that the partnership between Indian Hills and Coast Flight is going very well and he wanted to have Coast Flight executives here as guests to talk about Coast Flight training and Indian Hills and how we are partnering together. The Aviation Pilot Program now has 57 of 72 program credits fully online. Students from San Diego are our students and will receive course work from Indian Hills and Coast Flight will give students the lab experience in San Diego. Students are benefiting from this partnership and Coast Flight has done an excellent job of putting together a quality program that aligns with Indian Hills Community College. Dr. Thompson introduced Will Dryden, Founder and Bryon Simmons, President of Coast Flight. Matt also thanked, Darren Graham, Daniel Terrian, and Tom Rubel for all of their hard work and support to make this partnership happen.

Bryon Simmons, President, Coast Flight stated there are 16 full-time instructors and 32 total employees, 5 employees are veterans. Bryon talked about the screening process which has 5 steps: 1) applicant fills out an online application, 2) applicant takes an aptitude test, 3) candidates will be interviewed, 4) the application will go to the Pilot Selection Board, and 5) students will have an airline interview with SkyWest.

Coast Flight's ACT program offers an exceptional aviation training experience for those who hold themselves to a higher standard. Candidates are accepted only after Coast Flight ensures they meet the criteria to become commercial pilots. Those who are eligible enjoy small classes and personalized service as part of an elite group of ACT participants. Coast Flight has the distinction of being one of the few flight schools in the country approved to accept Veteran benefits and the standards enable exclusive relationships with the airlines and allow them to provide students with commercial airline employment from day one.

Indian Hills has partnered with Coast Flight to offer an Associate's Degree in Aviation Pilot Training to prospective pilots. The coursework for the accredited, FAA-approved degree is offered online through Indian Hills and is designed to be completed concurrently with flight training done onsite at Coast Flight in San Diego, California. The ACT Program leads to: 1) An Associate of Applied Science (A.A.S.) Degree in Aviation Pilot Training, 2) Commercial Multi-Engine and Flight Instructor Ratings (CFI, CFII and MEI) 3) Defined entry to employment with SkyWest, Envoy Airlines, and other Coast Flight partner airlines and 4) Students can start working as a flight instructor at the completion of a degree. After students pass Coast Flight's strict ACT screening process, they apply to Indian Hills and embark on an all-inclusive airline training program which includes meticulous professional flight standards, airline mentorship and online coursework. This rigorous combination of education and training

provides a comprehensive learning experience and a defined path to employment.

Bryon stated that pilot demand exceeds supply. Boeing estimates over 500,000 new pilots will be needed globally over the next 20 years. In the U.S. The four largest airlines plan to retire a minimum of 18,000 pilots by 2022 due to a mandatory retirement age of 65, which is expected to create a shortfall of 35,000 pilots. Pilots' earning potential is also on the rise, with signing and retention bonuses supplementing first year salaries—some by as much as \$80,000. Captains at major U.S. airlines are now earning well over \$200,000 per year!

Coast Flights reputation for producing the highest caliber of aviation professionals has allowed them to build many airline partnerships. SkyWest Airlines has a conditional offer of employment to students before they even begin their flight training. ACT is the first flight training program in the country able to make such an offer, making it one of the smartest ways to launch a career in aviation. Envoy Air, an American Airlines Group subsidiary, has established a clear path from Coast Flight to American Airlines. This is an unparalleled opportunity for Coast Flight students to be a part of one of the world's largest airlines. This employment offer is available after completing Instrument Rating certification. These are just two of the exciting opportunities ACT students can choose from. Both offer unique benefits, and are designed to bridge the gap between CFI certification and building flight time for ATP qualifications. This business is about students and employment and giving students opportunities.

Bryon stated that what makes Coast Flight different from the rest is location, fixed and fair pricing, industry recognized screening, and responsible program management. One issue that has caused some question is how Veteran dollars are being spent. There can be no more than 85% of students who are veterans in a program, the 85%-15% rule. There is a possibility that the partnership between Coast Flight and Indian Hills can be used as a model.

### **C. Hobson's Radius Demonstration**

Shane Molyneux, Chief Information Officer and Dr. Bianca Myers, Director, Marketing & Alumni Relations presented demonstration on Hobson's Radius. Shane stated that in 2013 it was identified that marketing to students was a weakness of Indian Hills. We had no way to communicate with students while they were here and when they left Indian Hills the connection was gone. Shane found a Customer Relationship Management system (CRM) which addresses what is often known as the Student Life Cycle. After researching different products the decision was made to go with Hobson's. This system can be utilized to



communicate with students while attending Indian Hills and after students leave.

Dr. Bianca Myers stated that Hobson's is a customer relationship management module that can be customized to fit institutional needs. This system takes students through the life cycle process and provides them with a "roadmap". Letters that are sent on behalf of Indian Hills are more personal and directed to programs of interest. Instead of letters that say "Dear Student" they now say "Hello Sally" and Hobson's is constantly tapping students. The Inquiry Form was moved to live in October and the letter asking students to visit campus was moved to live in September. In January 2015 applications for Non-Health Programs, Health Science Programs, Foundation Scholarships, an International Application and a Program Change Form all went live. Event forms for Orientations were launched in October because orientation is now mandatory. Students can register online to attend an orientation and they will receive reminders a couple days before the event.

There are 4 lifecycles that Indian Hills walks student through. The first lifecycle is call "Suspect". These are students we have purchased, students who have completed and sent Indian Hills their ACT scores and/or students who have sent in FAFSAs. These students have indicated that they may be interested in Indian Hills, but they haven't filled out an application or visited campus. These students are called suspect so they are not put into our system, our colleague system is for students who are enrolled. The next lifecycle is "Prospect" these are people who have attended a college fair, completed initial inquiry form, and/or visited campus. These students have engaged with us in some way. Next is the "Applicant" who is a student that has started filling out an application but they may not have finished the application. The "Student" lifecycle is students who have completed the application and has been accepted to the college.

Bianca showed board members the Student Inquiry Process. There is a Future Student Form that asks name, address, email address, high school, intended start term, intended program of study, and other areas of interest. Once a student fills out this form the process begins. Immediately students will receive a letter from Chris Bowser saying "Thanks for inquiring". And then the letters begin. Day 0-"Thanks for completing the form", Day 1-a program brochure is mailed, Day 3-the person will receive a current student testimonial, Day 10-"Check out our viewbook online", Day 20-"Visit Campus", Day 30-phone call from an admissions counselor, and Day 45-a cost comparison postcard. Shane reported that this system is automated and emails will go out to students automatically. Students went from getting 1 contact from Indian Hills to getting 9. Dr. Jill Budde reported that every department was communicating in different ways and students were not getting the same type of communications. Now, all

students are getting the same communication and it is tailored to what students said they were interested in. There is a "Call to Action" on every email that goes to students.

Hobson's also provides analytics. These analytics will show the number of people who have opened an email, the number of bounces, and the number of people who have clicked through an email.

#### **D. Spring Graduation**

Dr. Sprouse asked for 3 volunteers to be on the Art Awards Selection Committee. Tom Keck, Judy Cox, and Nellie Coltrain volunteered to serve. They will meet in the Art Gallery at 3:00 p.m. on Monday, May 11<sup>th</sup> and the award will be presented at the June meeting on the Centerville Campus.

Dr. Sprouse put a spring activities list in each packet so board members are aware of the activities on campus in April and May.

Dr. Sprouse is starting to plan what roles board members might play in the IACCT Conference. She will be contacting individuals and talking about specific roles.

#### **Reminders**

Dr. Sprouse reminded board members that spring graduation is May 13<sup>th</sup> on the Centerville Campus and May 14<sup>th</sup> on the Ottumwa Campus.

#### **Adjournment**

Board member Nellie M. Coltrain moved that the meeting be adjourned. Hearing no objections, Board President John Pothoven adjourned the meeting at 5:40 p.m.

  
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 BOARD PRESIDENT

  
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 BOARD SECRETARY