

MINUTES OF THE BOARD OF TRUSTEES
INDIAN HILLS COMMUNITY COLLEGE

January 11, 2016

The regular Board of Trustees meeting for Indian Hills Community College was held on January 11, 2016, in the Board Room on the Main Campus, Indian Hills Community College, Ottumwa, Iowa. Board President John Pothoven called the meeting to order at 4:02 p.m.

Roll Call

Members present: Nellie Coltrain, Beth Danowsky, Richard J. Gaumer, Tom Keck, Jerry L. Kirkpatrick and John Pothoven.

Members absent: Judith A. Cox, George E. Manning and Alan M. Wilson.

Minutes

The minutes of the December 14, 2015, regular board meeting were reviewed.

Motion

It was moved by Nellie Coltrain and seconded by Tom Keck to approve minutes of the December 14, 2015, regular board meeting. The motion carried.

Public Hearing

President John Pothoven asked for a motion to open the public hearing for Sale of Real Property, owned by Indian Hills Community College, located at 909 East Jackson, Sigourney, Iowa.

Motion

It was moved by Nellie Coltrain and seconded by Jerry Kirkpatrick to open the public hearing. The motion carried.

President John Pothoven asked Shelle Harvey if she had received any written objections or comments on the Sale of Real Property. She stated "no." President John Pothoven asked if there were any oral objections or comments. There were no comments or discussion, so he asked for a motion and second to close the public hearing.

Motion

It was moved by Jerry Kirkpatrick and seconded by Richard J. Gaumer to close the public hearing. The motion carried.

Review/Approve Sale of Real Property Located in Sigourney, Iowa.

Bill Meck, Treasurer/CFO, explained that Indian Hills Community College first tried to sell the property through a sealed bid process. But, we did not receive any bids. Indian Hills next tried to sell the property by auction and we had no bidders. The property was listed through a realty company and December 4, 2015 Indian Hills received one offer on the property for \$60,000.

Motion

It was moved by Tom Keck and seconded by Jerry Kirkpatrick to authorize the sale of real property, owned by Indian Hills Community College, located at 909 East Jackson, Sigourney, Iowa.

A roll call vote was taken:
Richard J. Gaumer Yes
Tom Keck Yes
Nellie M. Coltrain Yes
Beth Danowsky Yes
John Pothoven Yes
Jerry Kirkpatrick Yes

Members absent:
Judith A. Cox
George E. Manning
Alan Wilson

The motion carried.

Old Business

None.

Written Communications

None.

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 by appropriate staff members.

Motion

It was moved by Nellie M. Coltrain and seconded by Richard J. Gaumer to approve the bills list for the month of December, 2015. The motion carried.

Financial Report

Bill Meck, Treasurer/CFO, reported that our financial position through the end of December is very similar to November. We have an increase in the Tuition and Fee line and other revenue line items are similar to last month and up a little bit from a year ago. On the expenditures side Salary and Fringes are slightly up and the Services line is up due to the relationship and payments with Coast Flight and some software expense. Materials and Supplies line is down. The bottom part of the summary is Fund 2 activities related to specific levies. The Equipment Replacement levy this year was \$484, 203 of which 95% has been expended.

Motion

It was moved by Beth Danowsky and seconded by Richard J. Gaumer to accept the Financial Report. The motion carried.

IACCT Report

Richard J. Gaumer reminded board members to let Shelle know if they plan to attend the IACCT Conference February 21st and 22nd. The Governor will be speaking and the plan is to go to the Capitol and talk to legislators.

Personnel Report

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

Motion

It was moved by Beth Danowsky 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

Bill Meck reported that projects are continuing in the ATC building. The second floor has all new carpet and new furniture in the hallways. Young adults are using the space and it looks great. The ATC Building is about two-thirds complete, but it is a big building. Carpet was laid in buildings on the Centerville Campus. Room 6 and 17 were completely redone and looks very nice. An interesting project that will be starting soon is the Media space upstairs in the ATC building.

B. Approval of Master Facilities Plan

Dr. Sprouse stated that OPN has spent quality time with Board Members and Executive Council members answering questions about the Master Facilities Plan. The Department of Education requires each college to have a Master Facilities Plan. This plan needs approval by the Board of Trustees. The Master Facilities Plan is a framework that we now have to start working through and it is a long term plan.

Marlene asked for board approval for the Master Facilities Plan and to work with OPN for the development of two project plans. Bill Meck stated that the first project is at the ATC for Electronics and Robotics labs. These programs are in the same room and they need to be separated and updated. This will be a significant project. The second project is at the Centerville Campus related to housing. The plan would be to improve and renovate the current housing on the Centerville Campus and put together a plan for a possible addition for housing.

Motion

It was moved by Tom Keck and seconded by Jerry Kirkpatrick to approve the Master Facilities Plan and Project Development as presented.

A roll call vote was taken:
Richard J. Gaumer Yes
Tom Keck Yes

Nellie M. Coltrain	Yes
Beth Danowsky	Yes
John Pothoven	Yes
Jerry Kirkpatrick	Yes

Members absent:
 Judith A. Cox
 George E. Manning
 Alan Wilson

The motion carried.

C. 50th Anniversary

Dr. Sprouse reported that is the 50th Anniversary for Community Colleges in the state of Iowa. Indian Hills is going to start labeling a few things as celebrating Indian Hills Community College's 50th year.

D. Marketing Plan and Initiatives

Dr. Bianca Myers presented a PowerPoint and talked about where our current marketing plan started, where it is now and the future of marketing Indian Hills Community College. (Attachment)

E. Graduation

February 18, 2016 is winter graduation. Please check your calendar and let Shelle know if you will be attending.

F. Community Activities

Dr. Sprouse put a sheet of Involvement/Visits in the Communities list in each board members packet.

D. Invitation

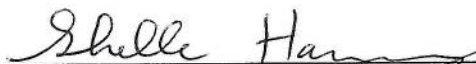
Dr. Sprouse stated that an invitation is in each packet for the School Board Appreciation Dinner. If you plan to attend please let Shelle know.

Adjournment

Board member Nellie M. Coltrain moved that the meeting be adjourned. Hearing no objections, Board President John Pothoven adjourned the meeting at 5:08 p.m.



BOARD PRESIDENT



BOARD SECRETARY

INDIAN HILLS
COMMUNITY COLLEGE
Life is Changing

Indian Hills Marketing
Board Presentation
January 11, 2016

Where we were ...

- Decentralized marketing process
 - Information Department/Printing
 - Marketing & Recruiting
 - Online Learning/Website & Social Media
 - Divisions and Departments


INDIAN HILLS Life is Changing

Where we are ...

- Comprehensive marketing audit – Amperage Marketing (August 2014)
- New marketing plan, brand standards, proposed budget, logo, tagline, and centralized marketing process
 - Move toward digital and social marketing
 - Developing brand identity – owning maroon
 - Creating a library of current photographs and video
 - Revamp of current marketing materials
 - Program cards, TV commercials, Billboards, Recruiting Material

INDIAN HILLS Life is Changing

Where we are ...

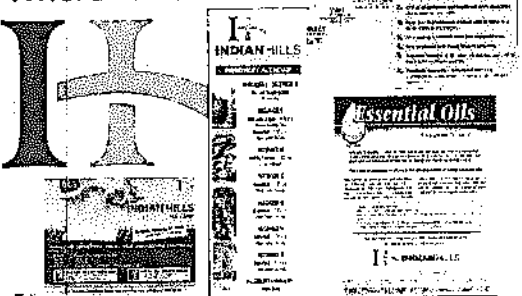


you

INDIAN HILLS

Life. Changing. A new way to live in the...

Where we are ...




INDIAN HILLS

Life. Changing. A new way to live in the...

Essential Oils

Where we are ...



INDIAN HILLS

YOU CAN AFFORD COLLEGE.

Where the website is going ...

- Survey – prospective students, current students, faculty and staff, alumni and friends
- Fusion Session – Faculty, staff, administrators representing all departments and campuses
- The web world continues to evolve and change
 - 55% of websites are viewed on mobile devices
 - Homepage is no longer the front door
- User-centered experience: Usable, Credible, Valuable, Desirable, Accessible
- Align with and showcase what we learned from the marketing audit



Life Changing

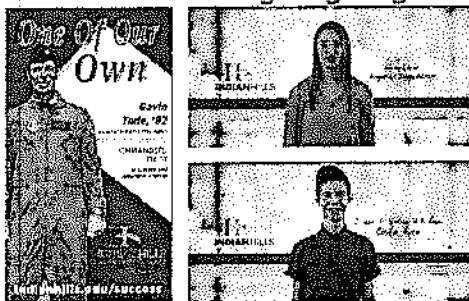
Where the website is going ...

- Mission Statement:
 - Indian Hills Community College's website strives to create awareness of the *Life Changing* opportunities available to students. Showcasing the on-campus experience and alumni testimonials, the website will attract students and allow them to easily find the information they need.
- Focus more on a recruitment driven website – students as primary audience
 - Visually appealing
 - 3 or less clicks to find information
 - Reduce amount of text while still conveying important information
 - Intuitive headings/Easy to navigate
 - Make key areas easy to find:
 - Academic Programs and Courses
 - Tuition, Financial Aid, Scholarships
 - Admissions/Application Process and Course Registration



Life Changing

Where our marketing is going ...



Life Changing

