**RC-2020 Business Meeting**

October 22, 2011

Baltimore, Maryland USA

3:10p.m.

REPORTS:

**Membership Committee** Chair Mary Spangler, reviewed the written Committee Report, beginning with the status of invitations to seven CEOs to attend this meeting and to consider membership for their seven institutions:

1. Sandy Shugart, Valencia College in Orlando, FL - interested and attended
2. Ken Atwater, Hillsborough CC in Tampa, FL - interested
3. Don Wright, British Columbia Institute of Technology in Vancouver - interested
4. Jill Wakefield, Seattle CCDistrict in Seattle, WA - interested
5. Michael Richards, Southern Nevada College in Las Vegas - interested
6. Dan LaVista, Los Angeles CC District, CA – interested
7. Tony Zeiss, Central Piedmont College in Charlotte, NC - declined

MOTION: A motion to confirm membership for Valencia Community College passed unanimously. The Committee encourages all members to send additional suggestions for new members.

Anne Jones (Melbourne, Australia) sent a letter of resignation as a result of reorganization at Victoria University, causing a change in Anne’s position and TAFE no longer being managed by VU. Irene Lewis (Calgary, Canada) states her schedule will prevent her from attending meetings. Irene will be contacted to discuss the status SAIT membership.

RC-2020 Bylaws and Guidelines state that payment of annual dues *and* CEO participation in meetings are required to maintain membership. A majority of attending members agreed the Bylaws should be upheld and that CEOs who have been absent for more than four consecutive meetings be notified that if they cannot attend the Spring ‘12 meeting, their institutions will be removed from membership.

George Boggs and Geoff Hall are the newest additions to the Emeriti membership.

The Membership Committee reviewed the Associate Membership category allowed for in the Bylaws. A dialogue followed leading to a consensus that the Membership Committee study the pros and cons of the issue and, if the idea seems feasible, to present a proposal at the next meeting on which organizations might be included, how associate members should participate and if dues should be required.

**Treasurer** Brice Harris referred to the written Financial Report and noted

income and expenses are at a healthy level, with the net worth of $156,611 slightly higher today than at the end of last year. While the revenue streams of memberships and sponsorships are not increasing, expenses have been held to stay within the overall budget. He explained that sponsorships represented 46% of the total income in 2008, but the percentage dropped in 2010 to 34% and this year sponsorships represented only 23% of revenue. Treasurer Harris emphasized the association’s stability relies on revenue and the need to get serious about sponsorships or look at the dues structure, which has not increased in the association’s 22-year history.

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The proposed 2012 Budget was distributed, with an explanatIon on the additional $10,000 added for an executive search for a replacement executive director in 2012. The anticipated amount of $19,000 (corrected) revenue over expenses at year end will depend on sponsorships, memberships and project activity. Treasurer Harris summarized the past six-year budget history noting slow revenue growth and frugal, conservative spending.

MOTION: A motion passed to accept the budget as amended.

The RC-2020 Annual Reception was questioned as to who attends and why it is held. Approximately 500 printed invitations are sent each year by current member CEOs to their guests, which includes other college CEOs, past sponsors and other business representatives, college trustees, selected CEOs, board members and staff from AACC, ACCT and other organizations. International guests are often invited as well as several guests of METI, the co-host and reception sponsor for the past ten years. Members agreed to continue to hold the reception as long as there a sponsor to covers all or most of the costs.

Treasurer Harris discussed plans for a one-year audit to be conducted in 2012. Pro bono accountant services will be sought to conduct this study.

A motion passed to accept the Treasurer’s report.

Chair Cynthia Bioteau offered the **Nominating Committee**’s recommendation of John Morton for Treasurer for the 2-year term beginning in 2012.

MOTION: A motion passed to accept the nomination by acclamation.

President Rufus Glasper gave the **Steering Team** report. He announced that Janet Beauchamp will remain in the Executive Director position through at least June 30, 2012. He referred to the job description and encouraged members to forward candidate names. If necessary, the search process will utilize resources outside the membership. Steering Team members are reviewing three resumes received from applicants in Salt Lake City, Utah; Phoenix, Arizona and Nottingham, England.

President Glasper reviewed the status of **Projects and Committees** as follows:

• Videos: The 3rd RC-2020 video, “*Pathways*,” was shown to members on Friday during the visit to BCCC. The Steering Team suggests looking for ways to revise the video to represent a broader base of urban community colleges. They recommend postponing a national marketing campaign but support making the videos and script materials on all three productions available to members on request. RC-2020 owns the copyrights, allowing member colleges to add footage and narration from their colleges to localize the message. Judi McCray, of Juneteenth Productions, prepared a pricing schedule to offer script writing, consulting, filming or editing to colleges.

• College Promotion: A proposed collaborative project between Phi Theta Kappa and

RC-2020 did not materialized in time to have PTK students adopt the plan as their college project for 2012. President Glasper will send a letter to Lou Oberndorf to wish him well in the project

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Oberndorf (of the Lou and Rosemary Oberndorf Foundation) to thank him for his interest and to let him know that RC-2020 will not participate at this time.

• Town Hall and Knowledge Exchange Network: President Glasper recommended these projects be removed from the planning list and the related committees be dissolved. The general feeling expressed was this is a good decision at least until there is sufficient interest and resources. There was no discussion or dissention.

• Visibility & Image Committee: This committee will also be dissolved until a campaign or issue would create a need. Committee members helped with the name change, branding materials and national communication in the past.

**Operational** activities included Janet Beauchamp’s recent attendance at EMSI’s 1st Users Conference. She reported the products and services offered by this fast-growing company (formerly CC Benefits) demonstrate a customer-driven approach to tailor data collection and reports to college needs. A question was posed about directing EMSI studies to determine the cost to states of “students standing on the streets,” and the perception and cost for community colleges to assume the role of remedial education. The quality of remedial services was also discussed, including the success and multiple levels of student support offered midshipmen at the Naval Academy (visited on Thursday).

A suggestion was made for the theme in Detroit to include economic and social issues resulting in undereducated, undertrained and unemployable citizens.

Members were asked to offer suggestions for new sponsors and/or contact names in former sponsoring companies. (A list of past sponsors is enclosed).

These **Events** are in the planning stages. Please mark your calendars for:

* Spring ’12 Meeting – March 29-April 1 – Detroit, Michigan
* Fall ’12 Meeting – October 18-21 – Tulsa, Oklahoma
* Spring ’13 Meeting – March (TBD) – Sydney, Australia
* RC-2020/METI Annual Reception @AACC – April 22, 2012 – New Orleans, LA

The Business Meeting adjourned at 4:40p.m.

Respectfully submitted by

Janet Beauchamp, Corporate Secretary

**RC-2020 Addendum to the Minutes**

**Geoff Hall** reported on the Emeriti Members’ Meeting held separately and concurrently with the CEO Business Meeting. Participants were Wayne Giles, Augie Gallego, Jackie Snyder, George Boggs and Stu Sutin. The consensus among this group was that they felt welcome, included and valued in the Roundtables and other

RC-2020 events and noted that although Emeriti are a minority part of the proceedings they should be able to make interesting contributions. They offered these commitments to support RC-2020 and the CEO leadership:

1. To assume the obligation of each Emeriti helping to secure at least one sponsor for RC-2020 events.
2. To arrange a pre-retirement session to include presenters on issues, with no obligation to presenters. These would be similar to sessions offered in South Africa by Pat Morgan-Webb and Chris Webb.
3. To contribute toward planning a 25th Anniversary and encourage colleagues to attend in 2014 and every 5 years thereafter.

**Rufus Glasper** confirmed that Emeriti *are* valued and thanked Geoff and others for their attendance, contribution and supportive commitments.

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**Roundtable Exchange Follow Up Summary**

**(WATCH FOR E-MAIL links to Program Information:**

During the Roundtable discussions, members asked for additional information from the following persons regarding programs they presented. This information will be sent electronically allow those interested to link directly into the websites for program information:

1. “PASS” (Pre-Assessment Success Seminar) – **Paul Sechrist** discussed this orientation to the placement test, including snacks and Q&A. This past summer OCCC instituted a requirement for those testing in the lower levels to re-test. This results in more accurate placement testing results.
2. The Brookings Institute “Metropolitan Policy Program” (Bruce Katz, Director) – **Marie-Therese McGivern** referred to a report on the rise of poverty in the U.S. in the last decade with individual city/urban area statistics colleges may use.
3. CCP’s “Center for Law and Society” – **Steve Curtis** explained this focus on Paralegal Studies and Criminal Justice that includes student participation in polling research. Continuing Legal Education credits are offered as well as Wills for Heroes and Re-Entry Support for ex-offenders.
4. “INSPIRE” – a book outlining a problem-solving approach to reform science education suggested by **Mary Spangler.**
5. “Tackling the Challenge of Low Numeracy (Math) Skills” - a UK program described by **Geoff Hall** and “Cities” a report by professor Michael Parkinson of Liverpool John Moores University that addresses “poverty and the sense of worthlessmess.”
6. “Smart Path” **Michael Burke** suggested this web-based SAT testing and training program as a way to allow more students to improve their Accuplacer (placement) scores.
7. AACC’s response to the AIR study on “The Hidden Costs of Community Colleges” Report – **Walter Bumpfus** encouraged CEOs to review the enclosed document.