**RC-2020 Business Meeting**

March 15, 2014

New York City, NY

Meeting was called to order by Bruce Leslie, RC 2020 President.

In attendance were: Bruce Leslie, Marie-Therese McGivern, Tony Perez, Kathie Winograd, Frank McLoughlin, Judith Gay, Cynthia Bioteau, Alex Johnson, John Morton, Renee Byas, Brian King, Rufus Glasper, Michael Burke, Paul Sechrist, Tom McKeon, Sandy Shugart. (Eduardo Padron, David Ross and Dennis Michaelis also attended the NYC Roundtable, but were not in attendance at the Business Meeting).

**President’s Report -- Bruce Leslie**

*Consideration of New Member Colleges*

The following new members were proposed for membership:

* Chaffey College, CA – Henry Shannon, President
* Universidad Tecnologica de Aguascalientes - Jorge Llamas, Rector
* Universidad Tecnologica de Cancun - Leslie Hendricks Rubio, Rector
* Austin Community College – Richard Rhodes, President
* City College of San Francisco – Art Tyler, Chancellor

ACTION: A motion was made by Brian King, seconded by Rufus Glasper that all five candidate colleges be accepted as new members of RC-2020. The voting was unanimous in the affirmative.

**Membership Report – Paul Sechrist**

* With the action just taken, inviting 5 new member colleges, RC now has 31 active members, 1 inactive member (Baltimore City), and one pending member (Cornwall College).
* Cornwall College was invited to join as a new Member in Milwaukee, but Cornwall’s CEO, Amarjit Basi asked to formally join the organization at the fall meeting in Belfast.
* Per our discussion and action taken in Milwaukee, Riyadh Saudi Arabia and Metropolitan District in Kansas City were dropped from membership. Unfortunately, the Interim Chancellor in Baltimore City has also not paid dues or responded to our repeated invitations to become engaged with RC. There was discussion about whether or not we should drop Baltimore City. Cynthia Bioteau brought up the possibility of extending an invitation to the Chancellor of the Baltimore County College system, if we were to drop Baltimore City. Ultimately, the consensus of the group was that given that there is presently a CEO search in process for a new Chancellor, that we wait until the new chancellor is in place to take action.
* Special recognition and welcomes were extended to first time meeting attendees David Ross, the new CEO of SAIT in Calgary, Dennis Michaelis Interim Chancellor of the St. Louis district, and Alex Johnson new Chancellor at the Cuyahoga District in Cleveland. The attendance of Eduardo Padron from Miami Dade was acknowledged as it had been some time since Eduardo had been able to attend an RC meeting.
* Curtis Ivery from Wayne County District, was scheduled to attend, but a critical meeting in relationship to the Detroit bankruptcy negotiations was called for this week which would involve the college, and he was forced to cancel. He was in touch with Bruce, extended his deep apologies to the group and asked that we waive the attendance requirement for Wayne County for one more meeting in light of the circumstances, and that he will make every effort to join the group in Belfast. The District is up to date on their membership dues and have kept in touch with the leadership team. Mary Thornley, President of Trident College in South Carolina also hasn’t attended since the meeting in Tulsa. Under our bylaws, a college falls into inactive status and may be removed if they have not paid their dues or if a CEO has not attended a meeting in two years. Dr. Thornley’s office has been in touch with Katherine and they have remained current on their dues.
* RC’s outreach efforts to potential new members were successful with five new members attending and being accepted. Other CEOS were approached, Pam Eddinger of Bunker Hill, Joe May, new Chancellor in Dallas, Bob Templin of Northern Virginia, David Harrison, Columbus State Community College in Columbus, and Phil Davis of Minneapolis remain interested, but had scheduling conflicts that made it impossible for them to attend this meeting. At Anne Sado’s urging we have also approached the new CEO in British Columbia, Kathy Kinloch who is very interested in joining the group, but won’t be available to attend a meeting until the spring 2015 meeting, a year from now.
* Brian King raised the question about inviting the Chancellor of the LA District. Tony Perez supported the idea, given that Los Angeles is such a major urban center. However, after some discussion about how close we are now to the membership limit in our bylaws and that we have a number of outstanding invitations, the decision was made to put on hold any additional invitations until we see whether these current invitees follow through.
* In Milwaukee, Anne Sado had suggested that perhaps it was time to be more deliberate about what balance we seek between U.S. and international members. After some consideration It has been proposed that RC adopt a general guideline of 2/3 – 1/3 division of membership, with 2/3 coming from the U.S. and 1/3 international members. With the actions we’ve taken today, in 2014 we will have 24 U.S. members and 9 international members bringing us very close to our target.

ACTION: A motion was made to accept the recommendation that RC-2020 adopt as a guideline that it will seek to keep a 2/3 domestic, 1/3 international membership ration among members? Sandy Shugart made the motion and Tom McKeon seconded. It passed unanimously.

* Per the action of the Membership in an electronic poll taken, Paul informed the membership that Emeritus status has been awarded to RC’s now retired long-time Executive Director, Janet Beauchamp. Bruce indicated that Janet will be recognized Saturday evening at the gala dinner
* Another upcoming retirement was acknowledged. Tom McKeon, CEO of Tulsa Community College will be retiring as of the end of June, at which time he will be offered Emeritus status, if interested.
* Judith Gay asked about Emeritus status for Steve Curtis. There was some question about whether given Steve was still looking for a new Presidency, whether or not he was eligible to be Emeritus. The decision was made to look at the bylaws but a copy of the bylaws was not included in this year’s packet. That led to some discussion about how strictly we should know and following our bylaws. For example, in regards to how strict we should interpret the number of members – are we strictly limited to 35 – or can we follow the spirit of the bylaws but invite 36 members? Cynthia Bioteau argued that we need to understand and abide by our bylaws. There was some discussion about whether or not there was a need for a committee to review and revisit the bylaws. Renee Byas suggested that bylaws are general in nature and Rufus Glasper reminded the group that we have chosen to been flexible about the bylaws in the past, particularly during the recession. Ultimately it was agreed that the bylaws are the responsibility of the membership committee and it was agreed that Katherine would distribute the bylaws to all the members, and that they would be included in the packet for future meetings. In the meantime Paul will reconstitute the membership committee and one of their action items will be to review and suggest any changes to the bylaws, if necessary.

**Financial Report – John Morton**

* John reviewed the Treasurer’s Report (attached). The new financial report has been designed to try to provide additional transparency, reporting the 2013 budget, the approved 2014 budget, year to date expenditures and any variance from the budget. He noted that per the action of the membership, and at the advice of legal counsel, the Executive Director’s status had changed from consultant to employee. In keeping with that change in employment status for the Executive Director, there were additional expenses for payroll services incurred. There were some variances from the original amount budgeted, but they will be absorbed by budget adjustments in other categories.
* He noted that meeting expenses continue to increase. Fortunately our sponsorship efforts also have increased. With the increased membership dues approved, we anticipate a positive cash flow of $15,737 in the current fiscal/calendar year.
* John also reported that our accounts have now been moved to Chase Bank. Historically we’ve kept a reserve fund in a long term CD gathering rather minimal interest. Chase Bank has presented RC with the option of investing our reserve funds into a conservative investment fund that while not FDIC insured, has earned a minimum annual interest of at least 5% after management fees, even during the recession.

Action: Brian King made a motion and Frank McLoughlin seconded the motion to move our reserve funds into a Chase Bank investment fund. The motion carried.

**Operations Report – Katherine**

* Katherine reported on efforts to recruit new members and new corporate sponsors to RC. No action has been taken to date on the website redesign because it was on hold until the new budget was approved. There was some discussion about whether there was value in a student website design contest among graphic design departments at member colleges. It was acknowledged that the website is out of date and presently requires contracting with a professional every time any material needs to be added. The resulting discussion determined that the main purpose of the website is to inform potential sponsors about the organization. Sandy Shugart suggested a high priority should be placed on utility of design, on a platform that can be easily updated as changes happen within the organization. We should include a free space where we can all upload documents, and include a Linked-In and Facebook link.

The cost of websites are falling dramatically. The consensus was that the Executive Director should move forward with a local vendor and that going through local colleges was probably not worth the effort.

**Old Business**

**Sub-committee report/discussion on corporate sponsorships – Rufus Glasper**

* Rufus chaired a subcommittee that also included Tony Perez and Michael Burke that had the charge of considering a new approach to corporate sponsorship that would generate a stable revenue stream that will put RC-2020 on a sound fiscal fitting to ensure that the organization has the resources to meet its needs, support the Roundtable, pursue special projects as identified by the membership, and reduce the need for dues increases in the future.

Historically we have supported Roundtables by raising sponsorship dollars, inviting corporate partners to support a general meeting sponsorship for $10K, a dinner for $5K, a lunch for $3K and a breakfast or reception for $2500. For that contribution, sponsors were invited to send a few representatives for a “meet and greet”, to attend the sponsored event and have a few minutes to share their message with our CEOs over drinks, or for a few moments at the beginning of the meal.

For several years we have averaged sponsorship income of $35,000 per year for two meetings and the AACC reception, with the amount gradually increasing over time. With a new priority on raising additional funds, our fall meeting in Milwaukee generated $32,500 in sponsorships and we raised 42,000 in support of this New York meeting. Unfortunately, Roundtable expenses have also increased at an even faster pace. While we need additional revenue to offset our meeting expenses, it is a hard sell to increase the cost of sponsoring an event at one of our roundtables, given the current model, and it is putting increasing pressure on the host CEO and the Executive Director to scramble for dollars. Sponsors value the opportunity to mingle with our members, but they are starting to balk at paying $5,000 for a few minutes unstructured time before the group and there isn’t an opportunity to engage in any kind of substantive conversation about products or services or how they can better support our work. It is in our long term interest to move away from a “meet and greet” model to one where there is a more substantive engagement and exchange of ideas.

One approach might be to set aside a 60 - 90 minute session dedicated to some sort of tailored engagement with a corporate sponsor. It could be tied to and adjacent to a breakfast, lunch or dinner, making it a working session without taking quite so much time away from our program. The sponsor would be invited to present a particular product or service, or perhaps a panel of providers would be invited to address a particular topic and engage with our members on their perspective on that particular pressing issue. We would work with sponsors to ensure they understood the nature of our group, and that they are going to be far more successful in engaging in a dialogue rather than a hard sales pitch. For that opportunity they would be asked to make a more significant contribution.

At the same time, while we create these higher dollar opportunities, we don’t want to eliminate the opportunity for a smaller start-up business to engage in hosting a reception or another event. Many of our smaller sponsors couldn’t justify the dollars it would take for the longer session.

* In the resulting discussion of the report, Michael Burke talked about the value to vendors of the HERDI model. Cynthia Bioteau cautioned that we need to be very careful to avoid the appearance of too-close links to for-profit interests and that it must not change the essential tone of the meeting. Rufus Glasper suggested we look at it as an opportunity to provide input to vendors to help them structure a product that will be of greater use to our colleges, an opportunity for product development. We want the time to be reciprocal.
* George Boggs was invited to come in to share a related approach that AACC uses for a corporate council. It allows corporate CEOs to meet with key college CEOs to discuss strategic issues twice a year, not just specific products.
* The consensus was that we should further explore these approaches, with the goal of doing a trial run. Rufus will report back at the meeting in Belfast.

**Exploration of Collaboration with Gazelle – Bruce Leslie**

* There was some discussion about the nature of the relationship with Gazelle. Some members expressed the concern that too much time at the meeting had been dedicated to the exchange and dialogue with Gazelle. Others expressed they thought that there had been value in the discussions. Bruce concluded the discussion with the suggestion that those colleges that were interested in continuing to pursue a potential association with Gazelle, could continue independent of RC, along with other U.S. based colleges that may be interested in the model.

**Update on Meeting with IT Industry Leaders** –**Sandy Shugart**

* Sandy Shugart reiterated his invitation from a national IT leader who has asked him to organize a meeting of college CEOs to meet with a similar group of leaders from the IT industry to talk about where the industry and higher education are going in the future. There was definite in participating from the group, and it was suggested that the meeting be scheduled to attach to next spring’s Roundtable in Jacksonville.

**Future Roundtables**

* In conjunction with a discussion about future host sites, a discussion ensued about the costs of hosting a Roundtable which can be significant to a host college.
* It was decided that it was not necessary for the Executive Director to make a preliminary site visit to the host site. That it would be the responsibility of the local hosts to make local arrangements.
* There was also discussion about the tradition at the Roundtable of hosting an additional program for spouses or partners at RC’s expense. The general conclusion was that while the local host would suggest options and itineraries for spouse activities that RC itself should no longer formally organize and pay for a separate program for spouses/partners. Spouses/partners would continue to be invited to join the CEOs at meal functions at no additional charge.
* **The fall ’14 Roundtable will be October 8-12, in Belfast Northern Ireland, hosted by Metropolitan College of Belfast.** Marie Therese assured the group that expenses in Northern Ireland are very reasonable and certainly now where near the expenses of New York or Sydney. There are direct flights into Belfast from New York, or it is an easy connection to Belfast from Dublin or from London.
* **The spring 2015 Roundtable will be March 25-29, 2015 in Jacksonville Florida**, hosted by Cynthia Bioteau, President at Florida State College at Jacksonville.
* Kathie Winograd volunteered Central New Mexico Community College to serve as host for the fall 2015 Roundtable in Albuquerque, New Mexico. She recommended that we try to schedule it during the International Balloon Festival which runs October 2-11.

ACTION: Michael Burke made the motion that the fall 2015 meeting be held in Albuquerque. Rufus seconded the motion. The motion passed unanimously.

We will send out the exact dates shortly.

The meeting was adjourned.