

**J. SARGEANT REYNOLDS COMMUNITY COLLEGE
BOARD MEETING**

June 6, 2013

Minutes No. 348

The J. Sargeant Reynolds Community College Board convened at 4:00 p.m. on Thursday, June 6, 2013, in the Workforce Development and Conference Center, Parham Road Campus, 1651 E. Parham Road, Richmond, Virginia.

Board Members Present:

Mr. Benjamin L. Alexander, City of Richmond
Mr. Stephen Baril, City of Richmond
Dr. James Bowles, Jr., Goochland County
Mr. Mark A. Creery, Hanover County
Mr. James Cuthbertson, Henrico County
Dr. Brenda J. Drew, City of Richmond
Dr. Rondle E. Edwards, City of Richmond
Dr. Karsten Konerding, Henrico County
Ms. Anne Marie Lauranzon, Hanover County
Reverend Marcus Martin, Henrico County
Ms. Maureen Moslow-Benway, Powhatan County
Mr. Ernesto V. Sampson, City of Richmond
Mr. Jack A. Speer, Louisa County
Ms. Audrey Swann, Henrico County
Dr. Gary Rhodes, JSRCC College President

Board Members Absent:

Mr. Gerald E. Kilgore, Henrico County

Staff Present:

Ms. Amy Bradshaw
Dr. Thomas Hollins
Dr. Genene LeRosen
Ms. Bess Littlefield
Dr. David Loope
Ms. Marianne McGhee
Mr. Mark Probst
Chief Paul Ronca
Mr. Joseph Schilling
Ms. Kelly Smith
Mr. Bruce Sofinski
Ms. Corliss Woodson
Ms. Dinah McNally

Guests:

John Martin
Kelly O'Keefe

CALL TO ORDER

Mr. James Cuthbertson, Chair, called the meeting to order.

ROLL CALL

Dr. Gary Rhodes, President, affirmed that a quorum was present.

PRESENTATION:

Mr. John Martin, President and CEO of Southeastern Institute of Research, and Kelly O'Keefe of CRT/tanaka, provided the Board with a Brand Refresh presentation of their findings in shaping and bringing the brand to life. The research validates that the college is the springboard to success and on the right track in working with students and inspiring them as well as faculty staff, donors, alumni, and educational partners. J. Sargeant Reynolds Community College is a great on-ramp to four- year programs. The college has a phenomenal support system and a great relationship with the four-year institutions and the local job market. To expand the college's support system, it needs to bring itself to another level in how it communicates to the general public. Feeder schools need more tools to sell J. Sargeant Reynolds Community College. The college needs to be tailored but not personalized, professional but not high brow, fun but purposeful, and forward thinking but grounded. Also, the survey showed that the students want athletics and a mascot. The next step is an internal consensus. It was recommended to bring in a consultant to provide a clear guide to help the college be more specific as to how the college's name should be used for marketing purposes, on the college's website, Facebook, online, in answering the phone at the college; etc. The college is not changing its name. Timeline for the launch is October 20`2.

FACULTY SENATE REPORT

No report.

CLASSIFIED COUNCIL REPORT

No report.

PROFESSIONAL & ADMINISTRATIVE FACULTY SENATE REPORT

Mr. Bruce Sofinski, PAFS President, provided the Committee/Constituency Group End-of-Year Report 2012-13.

PRESIDENT'S REPORT

No report.

EXECUTIVE VICE PRESIDENT'S REPORT

No report.

VICE PRESIDENT OF FINANCE & ADMINISTRATION REPORT

Ms. Amy Bradshaw reviewed the FY2014 Budget Requests.

VICE PRESIDENT OF CCWA REPORT

Mr. McGinty stated that CCWA participated in the Hanover Association for Businesses and Chamber of Commerce Marc Weiss Hanover Workforce Awards and Forum, which was held at Randolph-Macon College. Mr. McGinty congratulated Ms. Lauranzon of Randolph-Macon College on the 2013 Marc Weiss Hanover Workforce Award in the large organization category.

VICE PRESIDENT OF INSTITUTIONAL ADVANCEMENT REPORT

No report.

MINUTES

Chair Cuthbertson asked if there were any additions or corrections to the minutes of the May 9, 2013, meeting of the Board, which were mailed to the Board for review.

Upon a motion by Mr. Baril and seconded by Mr. Speer, the Board approved the minutes of the May 9, 2013, meeting. The motion carried 14-0-0.

REPORT OF THE NOMINATING COMMITTEE

Chair Cuthbertson presented the Report of the Nominating Committee for FY2013-2014. Dr. Rhodes' name was added as Secretary of the Board to the Nominating Committee report recommendation. The following slate of officers was presented for approval by the Board.

Chairman of the Board – Mr. Mark A. Creery
Vice-Chairman of the Board – Mr. Stephen E. Baril
Academic & Students Affairs, Workforce Committee – Ms. Anne Marie Lauranzon, Chair
Finance, Facilities & Planning Committee – Mr. James Cuthbertson, Chair
Secretary of the Board – Dr. Gary L. Rhodes

Upon a motion by Mr. Cuthbertson and seconded by Dr. Konerding, the nominations were approved. The motion carried 14-0-0.

ACADEMIC AND STUDENT AFFAIRS COMMITTEE

No report.

FINANCE, FACILITIES AND PLANNING COMMITTEE CON'T

Mr. Steve Baril, Committee Chair, reported that the committee met and reviewed the following requests and brings them forward for recommendation of approval by the Board:

1. FY2014 AUXILIARY BUDGET

Upon a motion by the committee and seconded by Mr. Alexander, the Board approved the FY2014 Auxiliary Budget. The motion carried 14-0-0.

2. FY2014 STUDENT LIFE BUDGET

Upon a motion by the committee and seconded by Mr. Alexander, the Board approved the FY2014 Student Life Budget. The motion carried 14-0-0.

3. FY2014 Vending Budget

Upon a motion by the committee and seconded by Mr. Alexander, the Board approved the FY2014 Auxiliary Budget. The motion carried 14-0-0.

The FY2013 Local Financial Reports were made available for the Board's review.

President Rhodes informed the Board that J. Sargeant Reynolds Community College Department of Police was officially accredited by the Virginia Department of Criminal Justice Services and congratulated Chief Paul Ronca and the J. Sargeant Reynolds Community College Department of Police. Chief Paul Ronca presented the Virginia Department of Criminal Justice Services Certificate to President Rhodes. J. Sargeant Reynolds Community College is the first community college in Virginia to have its police force reach accreditation status.

Mr. Mark Probst provided a presentation and an update of the college's facilities projects. (Attachment A)

Mr. Cuthbertson thanked the departing College Board members, Mr. Jack Speer, Dr. James Bowles, and Mr. Benjamin Alexander.

INFORMATION ITEMS FROM THE BOARD CHAIR

1. Board Retreat – August 1-2, 2013, Upper Brandon Conference Center
2. Next Board Meeting – September 5, 2013, 4:00 p.m., Parham Road Campus, Workforce Development and Conference Center
3. Scholarship Luncheon – September 26, 2013, 12:30 p.m., Parham Road Campus, Workforce Development and Conference Center

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ADJOURNMENT

Mr. Cuthbertson thanked everyone during his two year tenure as Chair and passed the gavel to Mr. Creery. Mr. Creery thanked everyone and adjourned the meeting.

There being no further business to come before the Board, the meeting adjourned at 5:55 p.m.

Gary L. Rhodes, Secretary

James Cuthbertson, Chair