

**MINUTES OF REGULAR MEETING OF THE
BOARD OF TRUSTEES
OF COMMUNITY COLLEGE DISTRICT #505
(Parkland College)**

**Counties of Champaign, Coles, Dewitt, Douglas, Edgar,
Ford, Iroquois, Livingston, McLean, Moultrie, Piatt, Vermilion, and State of Illinois**

March 11, 2020

ROLL CALL

The meeting was called to order by Bianca Green, Vice-Chairman, at 7:07 p.m. in Room U325 at 2400 W. Bradley Avenue, Champaign, Illinois. At the direction of Vice-Chairman Green, Krystal Garrett, Assistant to the President/Board of Trustees, called the roll of members of the Board. The following Trustees were present: James Ayers, Timothy Johnson, Dana Trimble, and James Voyles. Also present were President Tom Ramage and representatives of the administration, faculty, staff, and public. Trustee Westfield and Student Trustee Gallaher were absent.

ORGANIZATIONAL – OATH OF OFFICE

On March 11, 2020, the Parkland Board of Trustees held a special meeting to interview candidates for the vacancy on the Board. The unanimously selected Mark Dixon to serve on the Parkland Board of Trustees until the next official election in 2021. Vice-Chairman Green conducted the Oath of Office to Mr. Dixon and he was seated as a trustee.

ADJOURNMENT

It was moved by Mr. Ayers and seconded by Mr. Trimble for adjournment of the organizational meeting and voted AYE by all trustees present. The meeting was adjourned at 7:09 p.m.

ROLL CALL

The Regular meeting was called to order by Bianca Green, Vice-Chairman, at 7:09 p.m. in Room U325 at 2400 W. Bradley Avenue, Champaign, Illinois. At the direction of Vice-Chairman Green, Krystal Garrett, Assistant to the President/Board of Trustees, called the roll of members of the Board. The following Trustees were present: James Ayers, Mark Dixon, Timothy Johnson, Dana Trimble, and James Voyles. Also present were President Tom Ramage and representatives of the administration, faculty, staff, and public. Trustee Westfield and Student Trustee Gallaher were absent.

CONSENT AGENDA MOTION

Vice-Chairman Green asked if Trustees had any questions regarding items included on the Consent Agenda.

It was moved by Mr. Trimble and seconded by Mr. Ayers to approve the consent agenda that includes all items on the agenda that are preceded by an asterisk.

The motion carried by the following vote: AYES—Ayers, Dixon, Johnson, Trimble, Voyles, and Green. NAYS—None; ABSENT—Westfield and Gallaher.

The consent agenda adopted includes approval of the following items:

- Approved the minutes of the Board of Trustees Regular Meeting held on February 19, 2020.
- Approved the voucher checks listing thru February 29, 2020, totaling \$3,886,514.67.
- Approve the filing of the following grant applications:
 - Illinois Department of Commerce & Economic Opportunity (DCEO): Line Item Appropriation Grant
 - Illinois Green Economy Network (IGEN): General Membership Award 2020
 - Illinois State Board of Education (ISBE): Migrant Education Program (MEP)
- Moved to approve the awarding of funds from external sources as follows:
 - National Science Foundation (NSF): Research Experiences for Undergraduates (REU)—PRECS program renewal

PUBLIC COMMENTS

Vice-Chairman Green opened the floor for public comments.

There were no public comments.

REPORT FROM THE PRESIDENT OF PCA

Joshua Birky, President of PCA, indicated there was nothing to report at the March meeting.

PRESIDENT'S REPORT

Dr. Ramage reported on the following:

- Thanked Kara Greer and the Math Department for hosting the Math Contest on February 22.
- February 27 was Professional Development Day. This was a no class day for students, and departments were encouraged to use this time for professional development opportunities. The day kicked off with an all-college breakfast and discussion regarding student success. Many departments also held unit-specific events for their staff. Thanked Dean Baker, Dr. Amy Penne and everyone involved for organizing and facilitating this event.
- Thanked Jenni Fridgen and Jim Mansfield for organizing the Parkland Ag Banquet on March 6. Thanked Trustee Ayers and Trustee Voyles for attending.

- Thanked Planetarium Director, Eric Johnson, and the Natural Sciences Department for hosting the Regional Tournament of the Illinois Science Olympiad on March 7.
- Thanked Director Larry Stoner and the band members for all their hard work, Department Chair, Julie Weishar, and the Fine and Applied Arts department for their support with the Parkland Band's 50th Anniversary Celebration on March 8 –
- Thanked Tracy Wahlfeldt, Executive Director of the Foundation, and the Foundation staff for hosting a district-wide Parkland Spirit Day to raise funds for Parkland College as part of the 2020 Day of Giving. Individuals, businesses, and groups were asked to donate any amount. The current amount raised is up over last year at over \$72,000
- The Parkland College Foundation will host its annual Living Tree program on Arbor Day, Friday, April 24. Trustees and others are invited to attend a dedication ceremony at 10 a.m. in the Child Development Center, which will be followed by a short reception.
- Congratulated the Parkland Men's Basketball team, who have advanced to the NJCAA National Tournament. Their next game will be on March 17 in Danville, against Davidson County. Good luck, Cobras!
- Reminded the Board of the upcoming events listed in their book.
- Election of Officers at the April 15 BOT meeting.
- Provided a few updates and answered trustee's questions regarding what Parkland is doing to keep our campus safe and informed regarding the Coronavirus. Some of those precautions include:
 - Move as many lecture courses as possible online, through April 3. Will reevaluate at that point.
 - No groups larger than 24 people.
 - Work with faculty and students to make sure they have the resources they need to move to the online format.

LEGISLATIVE UPDATE

Stephanie Stuart, Vice President for Communications and External Affairs, provided a legislative update that included a handout for the Board.

FREEDOM OF INFORMATION ACT (FOIA)

Stephanie Stuart reviewed the requests made under the FOIA during the month and the disposition of the requests, which include:

Requestor

Information Requested

Arnab Mondal (The Chicago Reporter)

Code of Conduct

FINANCIAL STATEMENTS

Chris Randles reported that the financial statements for February reflect the results of operations of the College for the first eight months of fiscal year 2020. The revised budget estimates indicate that revenues will exceed expenditures by \$193,560 in the general operating funds.

- As discussed at February's budget workshop, the projected surplus currently exceeds \$1M.
- The key factors for the College's operating results in FY2020 will be health claims and discretionary spending the remainder of the fiscal year.
- The College has received its first seven FY2020 ICCB Base Operating and first six Equalization payments.
- The original FY2020 budget projected a \$282,504 surplus.
- The FY2020 audited beginning operating fund balance is \$19.25M. This amount is 35.8% of operating expenditures.
- The FY2020 College tentative budget was lodged in July.
- The FY2020 College final budget was approved in September.
- The FY2019 College "clean" audit was approved at the October meeting.
- The TY2019 tax levy was approved at the November meeting.
- The FY2020 budget workshop was presented at the February meeting.

S BUILDING RENOVATION

The S Building is a 14,000 SF steel structure building located on the south side of the main campus property. The facility was built in 1983 with the purpose of temporarily housing various campus programs. In 2018 the building was vacated due to problems with the heating/ventilating systems failing, the walls and roofing deteriorating, and water leaking into interior areas. Future plans for the facility have been on hold pending funding for repairs to the structure, mechanical systems, and building envelope.

The State of Illinois has provided funding, through the Capital Development Board, in the amount of \$325,000 to the College for the purpose of renovating/repairing/upgrading campus facilities that are in need of life safety improvements. At the September 2019 meeting, the Board approved funding in the amount of \$126,840. College matching funds will be from Phase II of Construction Bonds. The Capital Development Board will manage the funds for the project with the College's portion of funds in a trust agreement.

The Capital Development Board solicited bids for the renovation of the exterior of the S Building. The results of the bid are:

1. CAD Construction, Tremont, IL	\$393,800.00
2. Felmley-Dickerson, Bloomington, IL	404,800.00
3. Commercial Builders, Champaign, IL	412,000.00
4. Christy-Foltz Constr., Decatur, IL	422,449.00
5. Grunloh Construction, Effingham, IL	429,000.00
6. Broeren-Russo Constr., Champaign, IL	533,060.00

This project relates to the following strategic goal:

Goal E: Responsibility: Parkland College will strive for sustainable fiscal and financial vitality emphasizing a continued investment in the human, technological, physical, and virtual assets of the college.

E3. Maintain and create sustainable resources to maximize efficiency of all operations and create learning opportunities for faculty, staff, and students.

Trustee Johnson expressed concern about having to go with the lowest bid, even if it means not staying local. He plans to talk to the State legislators because he doesn't think that's right.

It was moved by Mr. Voyles and seconded by Mr. Trimble to approve the bid for exterior renovation of the S Building by CAD Construction of Tremont, IL in the amount of \$393,800.00 and placing an additional \$38,280 in the CDB Trust as required by CDB for a contingency.

The motion carried by the following vote: AYES—Ayers, Dixon, Johnson, Trimble, Voyles, and Green. NAYS—None; ABSENT—Westfield and Gallaher.

EXEMPT PURCHASE – STRATEGIC DIGITAL MEDIA PURCHASING CONSULTANT

The college retains the services of an independent strategic digital media purchasing agency to recommend the most effective means to reach the college’s target audiences, negotiate and place ads at competitive rates with advertising channels and companies on behalf of the college, and to ensure effective placement of media. Consultants must navigate an increasingly complex landscape of digital offerings and consult the institution in making strategic digital marketing ad buys to support its enrollment goals. Given their specialized experience, knowledge of the digital landscape, and understanding of the community college enrollment landscape, independent media purchasing consultants provide a strategic advantage to the college when planning and executing its digital marketing plan. The value of this bargaining leverage in negotiations, expertise in ad placement, access to specialized ad networks, and overall strategic value exceeds the fees paid to the consultant.

This purchase relates to the following strategic goals:

Goal D: Engagement – Parkland College will engage the district’s institution and communities to develop citizens who build and sustain economic, social, and cultural assets through work, service, and engagement.

D4: Market the mission, programs, and services of Parkland College effectively to support the institution’s enrollment goals and so that constituents fully understand the comprehensive programs offered that provide opportunities to students and support development of District 505 communities.

The college has budgeted up to \$230,000 for digital media purchasing for the upcoming year and requests the ability to continue to partner with CLARUS Corporation, whose digital marketing services will be charged per CPU as listed below. The college has had a successful partnership with Clarus in FY19 and will receive a strategic benefit from continuity of continuing the partnership in FY20. CLARUS offers an itemized pricing structure based on Cost Per Thousand/Mile (CPM) that ensures the college pays only for impressions delivered. Clarus brings expertise in strategic digital marketing for community colleges and a comprehensive level of digital advertising methods. These items are exempt from formal bid requirements per the Illinois Public Community College Act section 805/3-27.1 (a) contracts for the services of individuals possessing a high degree of professional skill where the ability or fitness of the individual plays an important part. Funds are available from the planned FY2019 and FY2020 operating budget for this purchase.

CLARUS	Alliance, NE	Programmatic Display: <ul style="list-style-type: none"> • \$9 COM static, native, and animated ads (\$10 to \$12 CPM for certain conditions) • \$35 CPM video ads (\$36 to \$50 CPM for certain conditions)
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		<ul style="list-style-type: none"> • CTV: \$42 CPM (\$43 to \$60 CPM for certain conditions) <p>Google Search Ads:</p> <ul style="list-style-type: none"> • Annual Management: \$350 per month management fee for ad spend of \$1,000 per month <p>Social Media</p> <ul style="list-style-type: none"> • Facebook/ Instagram: \$14 CPM (\$15 to \$20 for certain conditions) • Snapchat: \$115 per day • YouTube: \$22 CPM (\$23 to \$26 for certain conditions) • LinkedIn: \$12 CPM (\$13 to \$15 for certain conditions) <p>Purchased Lists</p> <ul style="list-style-type: none"> • List price as quoted from list vendors (various vendors and prices vary); purchased lists are billed as a direct cost and only purchased with approval from client
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It was moved by Mr. Johnson and seconded by Mr. Voyles to approve the services of CLARUS Corporation, whose fees will be billed at the rates detailed above with total cost dependent on the final plan developed in partnership with the college.

The motion carried by the following vote: AYES—Ayers, Dixon, Johnson, Trimble, Voyles, Trimble, and Green; NAYS—None; ABSENT—Westfield and Gallaher.

EXEMPT PURCHASE – LOCAL MEDIA PURCHASING CONSULTANT

The college retains the services of an independent media purchasing consultant to recommend the most effective means to reach the college’s target audience, negotiate competitive rates with advertising companies on behalf of the college, and to ensure media outlets comply with advertising contracts. Consultants must navigate an increasingly complex landscape of media offerings and consult the institution in making strategic marketing ad buys to support its enrollment goals. Given their specialized experience and additional clients, independent media purchasing consultants bring more bargaining leverage to media negotiations than Parkland administrators would without this assistance. The value of this bargaining leverage in negotiations and overall

strategic value exceeds the fees paid to the consultant. The college has budgeted up to \$150,000 for traditional media purchasing within District #505 for the upcoming year and requests the ability to partner with the chosen vendor to plan and execute its advertising plan.

Administration recommends extending the contract with consulting firm McKenzie-Wagner, whose fees will remain at 13% of the annual traditional media spend. These items are exempt from formal bid requirements per the Illinois Public Community College Act section 805/3-27.1 (a) contracts for the services of individuals possessing a high degree of professional skill where the ability or fitness of the individual plays an important part. Funds are available from the planned FY2020 and FY2021 operating budgets for this purchase.

This purchase relates to the following strategic goals:

Goal D: Engagement – Parkland College will engage the district’s institution and communities to develop citizens who build and sustain economic, social, and cultural assets through work, service, and engagement.

D4: Market the mission, programs, and services of Parkland College effectively to support the institution’s enrollment goals and so that constituents fully understand the comprehensive programs offered that provide opportunities to students and support development of District 505 communities.

It was moved by Mr. Westfield and seconded by Mr. Voyles to approve the services of McKenzie Wagner, whose fee will be 13% of the annual media buy, total cost estimated at approximately \$16,250.

The motion carried by the following vote: AYES—Ayers, Dixon, Johnson, Trimble, Voyles, Trimble, and Green; NAYS—None; ABSENT—Westfield and Gallaher.

AVIATION – INTERGOVERNMENTAL, LEASE, AND BAILMENT AGREEMENTS WITH THE UNIVERSITY OF ILLINOIS

Administration is recommending the Board approve extensions to the Intergovernmental, Lease, and Bailment agreements with the University of Illinois through July 31, 2023.

It was moved by Mr. Johnson and seconded by Mr. Ayers to approve the extensions for the Intergovernmental, Lease, and Bailment agreements with the University of Illinois which will be incorporated in the official minutes.

The motion carried by the following vote: AYES—Ayers, Dixon, Johnson, Trimble, Voyles, Trimble, and Green; NAYS—None; ABSENT—Westfield and Gallaher.

CLOSED SESSION

Vice-Chairman Green stated the Board would be not be going into Closed Session.

PERSONNEL REPORT

It was moved by Mr. Ayers and seconded by Mr. Trimble to approve the Personnel Report for March 2020, in accordance with the document provided to the Board.

The motion carried by the following vote: AYES—Ayers, Dixon, Johnson, Trimble, Voyles, Trimble, and Green; NAYS—None; ABSENT—Westfield and Gallaher

TRUSTEE REPORTS

Trustee Johnson thanked everyone who applied for the Board position. He welcomed Mr. Dixon to the Board and stated that we are glad to have him.

Vice-Chairman Green stated that each and every one who applied could have served Parkland very well. She noted that we hope to see them back when elections come up again next year.

ADJOURNMENT

There being no further business to come before the Board, it was moved by Mr. Johnson and seconded by Mr. Ayers for adjournment and voted AYE by all trustees present. The meeting was adjourned at 7:36 p.m.

Bianca Green, Vice-Chairman
Board of Trustees

Jonathan Westfield, Secretary
Board of Trustees