

**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 9, 2022

ROLL CALL

The Meeting was called to order by Bianca Green, Chairman, at 7:01 p.m. in Room U325, 2400 W. Bradley, Champaign, Illinois. At the direction of Chair Green, Krystal S. Garrett, Assistant to the President/Board of Trustees, called the roll of members of the Board. The following Trustees were present: James Ayers, Maureen Banks, Jarrett Clem, Timothy Johnson, Dana Trimble, James Voyles. Also present were President Thomas Ramage and representatives of the administration, faculty, staff, and public. Student Trustee Jayden Sortor was absent.

CONSENT AGENDA MOTION

Chair Green asked if any Trustees had any questions regarding items included on the Consent Agenda.

It was moved by Ms. Banks 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, Banks, Clem, Johnson, Trimble, Voyles, Green. NAYS—None; ABSENT—Sortor.

The consent agenda adopted includes approval of the following items:

- Approved the minutes of the Special, Regular, and Closed Session Meetings held on February 16, 2022.
- Approved the voucher checks listing thru February 28, 2022, totaling \$4,857,368.81.
- Approved the awarding of funds from external sources as follows:
 1. Illinois Community College Board (ICCB): Competency-Based Education Program Development
- Approved the filing of the following grant applications:
 1. U.S. Department of State: IDEAS Program Small Grants Competition
 2. Gene Haas Foundation: Post-Secondary Program Scholarships and Sponsorship Grant
 3. Illinois State Board of Education (ISBE): FY22 Migrant Education Program (MEP)

PUBLIC COMMENTS

Chair Green opened the floor for public comments.

There were no public comments.

REPORT FROM THE PRESIDENT OF PCA

Joshua Birky, President of PCA, noted that the committees are in full swing and doing a lot of work.

PRESIDENT'S REPORT

Dr. Thomas Ramage reported on the following:

- Campus will be closed on Friday, March 18 for the Spring Holiday. The Parkland Police Department will conduct its annual intruder training on campus. Please refrain from coming on campus this day.
- Election of Officers will take place at the April 20 BOT meeting.
- Upcoming Events:
 - Scholarship Reception will be held before the April 20 BOT meeting. 4:30 Reception, 5:30 Program, at the Dodds Athletic Center.
 - Ag Tech week will kick off on March 10, 9-11a.m., Tony Noel Center. Expecting over 200 attendees.
 - The Art Gallery will host a reception for work by Steven Hudson. The date is Thursday, March 10 at 5:30 p.m., in the Gallery Lounge.
 - Day at Parkland, March 30, 9-11 a.m. This will be both virtual and an in-person event. This event is for high school seniors to learn about accessibility services.
 - 50th Anniversary of Surg Tech. April 27, 5-7 p.m. You should have received an invitation in your email. Let Krystal know if you'd like to attend.
- Men's basketball –MWAC Champs and Region 24 Champs. This is the 2nd time in the last 3 years and 4th time overall for Coach Figueroa. NJACC Division II National Tournament starts Tuesday, March 15th at 9:00 a.m., at DACC.
 - Trustee Voyles noted that he went to that tournament a few years ago and sends compliments to Coach Figueroa.

FOUNDATION UPDATE

Tracy Wahlfeldt, Executive Director of the Parkland Foundation, provided an update on the activities of the Foundation.

She notified of the following upcoming Foundation events:

- Scholarship Reception -April 20, 2022

- Parkland Society of 66 -May 19, 2022
- Entrepreneur of the Year -June 1, 2022
- Aviation Reunion -September 17, 2022
- Dr. Ramage Retirement Event -November 4, 2022

LEGISLATIVE UPDATE

Stephanie Stuart, Vice President for Communications and External Affairs, gave a legislative update. A handout was provided, and the trustees had an opportunity to ask questions related to the updates.

FREEDOM OF INFORMATION ACT (FOIA) REQUESTS

Stephanie Stuart reviewed the requests made under the FOIA during the month and the disposition of the requests.

<u>Requestor</u>	<u>Information Requested</u>
Michelle Hasty	AV Flex Room Bids
Mary Rankin	Graduate Directory Information
Christopher Hansen	Faculty Information
Christopher Hansen	Faculty Information
Umeeta Sadarangani	Police Report

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 2022. The revised budget estimates indicate that expenses will exceed revenues by \$836,237 in the general operating funds.

- The key factors for the College's operating results in FY2022 will be tuition & fees revenue (enrollment), CPPRT revenues, self-funded health claims, and continued impact of COVID-19 (including relief funding such as HEERF III).
- The College has received its first seven (of twelve) FY2022 ICCB Base Operating and Equalization Grant payments.
- The tentative and original FY2021 budgets projected a \$426,199 deficit.
- The FY2022 audited beginning operating fund balance is \$27.3M. This amount is 54% of operating expenditures.
- The FY2022 College tentative budget was lodged in July.
- The FY2022 College final budget was approved in September.

- The FY2021 College audit was approved in November.
- The TY2021 tax levy was approved in November.
- The FY2022 budget workshop was held in February 2022.

Mr. Randles mentioned that BKD, the Board approved auditors, plan to be on campus the next couple months for the audit in June.

He also mentioned that Lakeland is reducing tuition to \$100 per credit hour for the next year.

EXEMPT PURCHASE – ACADEMIC SERVICES/LEARNING COMMONS FURNITURE

As part of the ongoing project to enhance learning spaces through the strategic use of furniture and space design, the Learning Commons applied for and received an ICCB Innovative Bridge and Transitions grant to relocate and re-outfit the Computer Technology Center (CTC) to within the Learning Commons footprint.

The CTC is currently located near Campus Technologies in the D Wing. With the funding provided through the IBT grant, the CTC will be moved into the Learning Commons second floor lounge area, joining the Presentation Center, First Year Experience, Library, Tutoring, and related services in a centralized location. Relocating the CTC to this area will allow students, faculty, staff, and community members access to CTC-offered courses and training alongside a range of complementary academic and instructional support services in a single location. As part of the move, new desks, tables, and lounge furniture are needed to utilize the space effectively. Furniture placement will create zones for testing, collaboration, and learning.

This purchase 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.

Administration recommended purchasing furniture from Krueger International of Green Bay, WI for a total cost of \$24,135.74. This purchase utilizes the Illinois Public Higher Education Cooperative (IPHEC) agreement. These items are exempt from formal bid requirements per the Illinois Public Community College Act section 805/3-27.1(k): contracts for goods or services procured from another governmental agency. Board authorization is requested since the cost exceeds \$20,000.00. Funds for this purchase are available from the Innovative Bridge and Transitions grant.

It was moved by Mr. Voyles and seconded by Ms. Banks to approve the purchase of furniture from Krueger International of Green Bay, WI, for a total cost of \$24,135.74.

The motion carried by the following vote: AYES—Ayers, Banks, Clem, Johnson, Trimble, Voyles, and Green; NAYS—None; ABSENT—Sortor.

EXEMPT PURCHASE – ACADEMIC SERVICES OFFICE FURNITURE

Academic Services has identified a need to update the office furniture in faculty and staff office spaces. Current furniture in six of the academic wings is between 30 – 50 years old and does not address current technological, ergonomic, or accessibility concerns. Many office spaces are no longer conducive to faculty/student instructional engagement. A plan has been developed to replace outdated furnishings with new, computer-friendly desks, file and book storage, as well as faculty and student seating and workspace. Faculty are participating in decisions related to the replacement of the oldest furnishing first. This purchase 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.

Administration recommended purchasing furniture and installation for up to 150 offices for a total cost not to exceed \$600,000 from Krueger International of Green Bay, WI. This purchase utilizes the Illinois Public Higher Education Cooperative (IPHEC) agreement. These items are exempt from formal bid requirements per the Illinois Public Community College Act section 805/3-27(k): contracts for goods or services procured from another governmental agency. Board authorization is requested since the cost exceeds \$20,000. Operating funds for this purchase will be available in FY2022 and FY2023 and will utilize a portion of fund balance, and/or HEERF funds in fund balance.

Trustee Banks asked about the setup. Dr. Sutton explained that the goal is to provide a better work environment for faculty and help meet accessibility and ergonomic needs.

Trustee Voyles asked about the bidding process. Mr. Randles explained that this cooperative has been opened up to all of the community colleges, and that the Board acknowledged IPHEC as being valid. Trustee Ayers added that this functioned to reduce the middleman, ultimately reducing costs for the institution.

Trustee Clem asked how they determined what furniture would be replaced. Dr. Sutton explained that they surveyed the faculty to determine what furniture was there and started with full-time faculty offices.

It was moved by Mr. Voyles and seconded by Mr. Johnson to approve the purchase of furniture from Krueger International of Green Bay, WI, for a total cost not to exceed \$600,000.

The motion carried by the following vote: AYES—Ayers, Banks, Clem, Johnson, Trimble, Voyles, and Green; NAYS—None; ABSENT—Sortor.

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.

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.

Administration recommended extending the contract with McKenzie-Wagner of Champaign, IL through June 30, 2023, at a cost of 13% of the annual traditional media spend for a total cost not to exceed \$130,000. 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 FY2022 and FY2023 operating budgets for this purchase.

Mr. Randles explained that the 15-month contract is in an effort to get this lined up with our fiscal year, similar to what we do in Campus Tech, in order to line up with the budget and make it easier to keep track of.

It was moved by Mr. Johnson and seconded by Mr. Trimble to approve the purchase of services from McKenzie-Wagner of Champaign, IL for a total cost not to exceed \$130,000.

The motion carried by the following vote: AYES—Ayers, Banks, Clem, Johnson, Trimble, Voyles, and Green; NAYS—None; ABSENT—Sortor.

EXEMPT PURCHASE – STRATEGIC DIGITAL MEDIA PURCHASING CONSULTANT

A legal RFP notice was placed in The News-Gazette. The RFP also appeared on the RFP page of the Parkland College website. Bid invitations were sent to three vendors requesting proposals for strategic digital media advertising services. Eight vendors submitted a proposal.

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 knowledge and experience, 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.

The specialized nature of the work presents a range of fee structures and services for consideration. The college has budgeted up to \$190,000 for digital media purchasing for the upcoming year and requests the ability to partner with the chosen vendor to plan and execute its strategic digital marketing plan.

Following the review of eight proposals by the selection committee and two interviews, Central States Media (CSM) was chosen as the most outstanding vendor.

Central States Media (CSM)	Peoria, IL	10% of advertising spend and initial online setup fee of \$695
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The following firms also submitted proposals in response to the RFP:

VENDOR	LOCATION	COST
CLARUS	Alliance, NE	Digital - \$9.00 CPM Student Finder - \$12.00 CPM CTV - \$47.00 CPM Facebook - \$18.00 CPM Snapchat - \$13.00 CPM TikTok - \$18.67 CPM YouTube - \$20.00 CPM LinkedIn - \$11.00 CPM Spotify - \$33.00 CPM

		Pandora / iheart - \$43.00 CPM Twitch - \$40.00 CPM Amazon OLV - \$37.00 CPM Amazon Display - \$9.00 CPM Google Display - \$9.00 CPM WebID - \$700 per mo Google Adwords - \$400 per mo. Per min \$1,000 spend
VISIONPOINT Marketing	Raleigh, NC	Research & Discovery - \$13,180 Strategy & Planning - \$28,175 Digital Campaign Launch & Management - \$102,632 Campaign Reporting - \$23,560
Specificity	Tampa, FL	\$5,000 - \$13,500/month, fee based on number of devices available in target audience, and the type/number of data selects that are layered to arrive at that audience.
OHO Interactive	Somerville, MA	\$190/hr for services required to support ongoing media strategy
APCO Worldwide	Washington, DC	APCO prices its media planning and buying services on a fixed fee basis that is inclusive of the cost of advertising buys.
Gilmore Marketing Concepts, Inc (GCM)	Elgin, IL	Final total percentage charged for planning and placement and management fees depends on the level of ad spend. >\$50,000 25% >\$100,000 22% >\$500,000 20% >\$1,000,000 15%
Niche	Pittsburgh, PA	\$124,990

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.

Administration recommended a 15-month contract through June 30, 2023, for marketing and digital advertising agency from Central States Media (CSM) of Peoria, IL, for 10% of the annual media spend, with an initial \$695 setup fee for a total cost not to exceed \$190,000. Funds are available from the planned FY2022 and FY2023 operating budget for this purchase.

Trustee Clem asked about the difference between the two media consultants. Ms. Stuart explained that local and digital media are two separate skill sets and capabilities. We've opted to split the buy. One is more localized, and one is bigger.

It was moved by Mr. Johnson and seconded by Ms. Banks to approve the purchase of services from Central States Media of Peoria, IL for up to \$190,000.

The motion carried by the following vote: AYES—Ayers, Banks, Clem, Johnson, Trimble, Voyles, and Green; NAYS—None; ABSENT—Sortor.

EXEMPT PURCHASE - ACADEMIC TRAINING AND CERTIFICATION

Lifebound, LLC is a company that offers training and certification for academic coaching. Lifebound's description of its offerings is that it "trains and certifies individuals and institutions worldwide in inclusive coaching for personal, academic, and professional success. Our [trainees] help students gain the practical, transferable skills they need to complete college, secure gainful employment, and achieve financial security. When students are coached to build these skills as learners, they become the professionals that the world of work requires, demands, and values. Skillful coaching allows students to discover the power of that connection."

This training will be used to ensure academic advisors have full training in academic coaching. This includes a 3-day inclusive training, a one-day refresher, and certification training for staff. The certification process will allow us to have four staff who will be able to be leaders as we continue to enhance our services to meet the needs of students.

This purchase relates to the following strategic goals:

Goal A: Quality: Parkland College will maintain the highest educational standards providing ongoing continuous learning for all citizens of District 505.

A1. Provide consistent and comprehensive professional development for all faculty and staff.

Goal B: Completion: Parkland College will increase student retention, persistence, and completion.

B1. Improve student success by providing comprehensive support systems.

Administration recommended the purchase of training and certification services from Lifebound LLC, of Denver, CO for a total cost of \$26,000. Items are exempt from formal bid requirements per the Illinois Public Community College Purchasing 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. Board authorization is requested since the cost exceeds \$20,000. Funds are available from the FY2022 GEERF II grant.

It was moved by Mr. Johnson and seconded by Mr. Clem to approve the purchase of services from Lifebound LLC of Denver, CO for a total cost of \$26,000.

The motion carried by the following vote: AYES—Ayers, Banks, Clem, Johnson, Trimble, Voyles, and Green; NAYS—None; ABSENT—Sortor.

EXEMPT PURCHASE – CARLE ATHLETIC TRAINER CONTRACT

Parkland College Athletics is looking to contract with Carle Hospital to provide athletic training coverage for the athletic training room and coverage for Athletic events for the Spring 2022 season. The athletic trainer will provide daily therapy/rehab sessions for student athletes along with event coverage and concussion protocol coverage. Coverage includes but is not limited to concussion baseline testing prior to all student athlete participation in any collision and/or contact sports.

This purchase meets the following strategic goals:

Goal A: Quality: Parkland College will maintain the highest educational standards providing ongoing continuous learning for all citizens of District 505.

A2: Ensure the excellence of academic programs with emphasis on teaching and learning, student success, and outcomes assessment.

Administration recommended contracting with Carle Hospital of Urbana, IL for athletic training room and event coverage for the Spring 2022 semester at a total cost not to exceed \$24,720. This item is exempt from formal bid requirements per the Illinois Public Community College Act, section 805/3-27(a) contracts for services of individuals possessing a high degree of professional skill where the ability or fitness of the individual plays an important part. Board authorization is requested since the cost exceeds \$20,000. Funds are available from the FY2022 operating budget.

It was moved by Mr. Johnson and seconded by Mr. Voyles to approve the contract with Carle Hospital of Urbana, IL for athletic training room and event coverage at a total cost not to exceed \$24,720.

The motion carried by the following vote: AYES—Ayers, Banks, Clem, Johnson, Trimble, Voyles, and Green; NAYS—None; ABSENT—Sortor.

EXEMPT PURCHASE – BOARDROOM AUDIO-VISUAL EQUIPMENT

In support of our educational and institutional infrastructure, Administration recommends purchasing new audio-visual equipment and installation services for the U325 Boardroom. This purchase will allow for the replacement of outdated and nonfunctioning equipment. It will also simplify meeting and web conferencing involving both on and off-campus participants.

This purchase 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.

Administration recommended the purchase of audio-visual equipment and installation services from Tierney Brothers LLC of Saint Paul, MN, for a total cost not to exceed \$60,000. This purchase utilizes the Illinois Public Higher Education Cooperative (IPHEC) agreement. The Illinois Public Higher Education Cooperative is a cooperative organization comprised of all thirteen public institutions of higher education formed to support and advance the collective activities of public institutions of higher education. The Parkland Board of Trustees approved participation in the IPHEC agreement in FY2012. These items are exempt from formal bid requirements per the Illinois Public Community College Act section 805/3-27.1 (k) contracts for goods or services procured from another governmental agency. Board authorization is requested since the cost exceeds \$20,000. Funds for this purchase are available in the FY 2022 and FY 2023 operating budgets.

It was moved by Ms. Banks and seconded by Mr. Johnson to approve the purchase of audio-visual equipment from Tierney Brothers of Saint Paul, MN for a total cost not to exceed \$60,000.

The motion carried by the following vote: AYES—Ayers, Banks, Clem, Johnson, Trimble, Voyles, and Green; NAYS—None; ABSENT—Sortor.

CLOSED SESSION

Chair Green stated that the Board would not be going into Closed Session.

PERSONNEL REPORT

It was moved by Mr. Trimble and seconded by Ms. Banks to approve the personnel report for March 2022, in accordance with the document provided to the Board.

The motion carried by the following vote: AYES—Ayers, Banks, Clem, Johnson, Trimble, Voyles, and Green; NAYS—None; ABSENT—Sortor.

ADMINISTRATIVE CONTRACT APPROVAL

Administration recommended renewal of the employment contracts for Michael Trame as Vice President for Student Services, effective July 1, 2022, through June 30, 2025; and Nancy Sutton as Vice President for Academic Services, effective July 1, 2022, through June 30, 2025.

Dr. Ramage noted that VP contracts are three-year contracts, staggered every two years. The salary amounts reflect standard administrative raises.

Trustee Banks asked if renewal of VP contracts involves opening the position up. Dr. Ramage explained that it is a continuation that Dr. Harris put in place in 2005 as a continuity assurance. All the contracts have been made uniform with the same language, written and reviewed by legal counsel.

It was moved by Mr. Clem and seconded by Mr. Trimble approve the employment contracts for Michael Trame as Vice President for Student Services, effective July 1, 2022, through June 30, 2025; and Nancy Sutton as Vice President for Academic Services, effective July 1, 2022, through June 30, 2025.

The motion carried by the following vote: AYES—Ayers, Banks, Clem, Johnson, Trimble, Voyles, and Green; NAYS—None; ABSENT—Sortor.

TRUSTEE REPORTS

There were no trustee comments.

ADJOURNMENT

There being no further business to come before the Board, it was moved by Mr. Clem and seconded by Ms. Banks for adjournment and voted AYE by all trustees present.

The meeting was adjourned at 8:09 p.m.

Bianca Green, Chairman
Board of Trustees

James L. Ayers, Secretary
Board of Trustees