

MINUTES
BOARD RETREAT
OF McHENRY COUNTY COLLEGE

A Retreat of the Board of Trustees of McHenry County College was held on Saturday, August 20, 2011, in Room SCC 105 at the Shah Center for Corporate Training, 4100 W. Shamrock Drive, McHenry, IL. Chair Miller called the meeting to order at 8:01 a.m. When Ms. Larson called the roll, the following were present:

Ms. Miller
Mr. Adams
Ms. Kisser
Mr. Parrish
Ms. Larson
Mr. Morrobel
Ms. Liddell

Ms. Walters was absent at roll call and arrived at 8:10 p.m. Ms. Marcy Piekos was in attendance as facilitator.

ACCEPTANCE OF AGENDA

The agenda was accepted as presented.

PRESENTATION OF BRAND PLAN

Ms. Christina Haggerty presented the Brand Plan. Over the past seven months, the Internal Branding Committee, along with Executive Council and internal and external stakeholders, has been working to create the McHenry County College brand. Through the Committee's work, five brand pledge statements were created and a survey was conducted. From the results of that survey, one statement was chosen as the brand pledge, which will be used internally.

Ms. Haggerty explained what a brand is: it is "how we live." A brand is how we deliver services, it is how we interact with others, and it is a promise we make to the community. A brand is not a tagline or logo. In order to live the brand, it must be at the root of what we do. Mr. Adams commented that the Branding Committee spent a lot of time on the five statements created and spoke about the impressive level of work done. Ms. Haggerty emphasized that everyone's job must support the brand; she then engaged the

Trustees in an exercise showing how the Board of Trustees can support the brand. She spoke about the College's brand attributes (*quality – change-ready – community*) and discussion followed regarding guiding principles and target audiences.

Ms. Haggerty and Ms. Kriegermeier left the meeting at 9:35 a.m.

BOARD RETREAT

Trustees participated in a SWOT analysis of how the Board views MCC's Strengths, Weaknesses, Opportunities and Threats in today's environment. Trustees also engaged in discussion and identified the following values: *Student Success – Responsible Leadership – Communication*.

CLOSED SESSION

There was no Closed Session.

SUMMARY COMMENTS BY BOARD MEMBERS

There was no discussion.

ADJOURNMENT

Chair Miller adjourned the meeting at 1:40 p.m.

Patricia Kriegermeier, Recording Secretary

Barbara Walters, Board Secretary