

MINUTES  
COMMITTEE OF THE WHOLE  
OF McHENRY COUNTY COLLEGE

A meeting of the Committee of the Whole of the Board of Trustees of McHenry County College was held on Monday, February 20, 2012, in the Board Room, Room A217, of Building A on the Campus. Mr.

Adams called the meeting to order at 6:31 p.m.

When Secretary Walters called the roll, the following were present:

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

ACCEPTANCE OF AGENDA

The agenda was revised as follows: Item 7. D., MCC Branding, was moved to the first position under Presentations. Item 8., Discussion of Request to Purchase and Install Kitchen, Served and Culinary Arts Lab Equipment, will be incorporated into Item 7.B., Building B Renovations. The agenda was accepted as revised.

ACCEPTANCE OF MINUTES

The minutes of the Evaluation and Policies Committee meeting, January 16, 2012 and the minutes of the Combined Meeting of the Facilities and Planning Committee and the Finance and Negotiations Committee, January 19, 2012, were accepted as presented.

OPEN FOR RECOGNITION OF VISITORS AND PRESENTATIONS

No one signed in to address the Committee.

PRESIDENT'S REPORT

Dr. Smith noted that she had nothing to report.

PRESENTATIONS

D. MCC Branding, Mr. Eric Sickler, Stamats, and Ms. Christina Haggerty, Director of Marketing and Public Relations

Ms. Haggerty introduced branding partner Mr. Eric Sickler from Stamats. He gave a presentation on MCC Branding. He spoke about what brand marketing is, the Board's role in this process, the benefits of brand marketing, and research-driven decision making. He stated the MCC Brand Pledge, "McHenry County College makes a valuable difference in our community by inspiring, engaging and transforming learners through quality, meaningful, educational opportunities," and spoke about the brand attributes: Quality, Change-Ready and Community.

Mr. Sickler stated that a creative approach will be taken to confidently and directly address misperceptions and empower and equip MCC employees to speak about the College with pride.

Mr. Sickler then introduced the concept, "You Don't Know Mac." He noted that MCC is a surprising, welcoming and warm place. He then spoke about the recommended color palette which gives the in-house creative team flexibility to make decisions about College publications.

Ms. Haggerty stated that this concept came out of significant research. She noted that almost every focus group has said very clearly that what they thought MCC was before they got there was very different than what they had experienced once they got here. Ms. Haggerty stated that next steps are 1) share personal feedback with Ms. Haggerty before the February Board meeting; 2) refine the visual identity based on feedback; 3) adjust the institutional logo concepts to complement selected identity concept; 4) sharpen three of the give athletic brand concepts presented and 5) show sample executions of each to the MCC community prior to final adoption.

Dr. Smith asked whether the Board wanted to give their initial reactions. Ms. Kissler stated that the concept has a clean, crisp look; it gets the big points across quickly and allows more reading if you're drawn into it. Ms. Larson asked about the use of the same motif in other publications; Ms. Haggerty responded that the tone and look would carry through all elements for the institution such as programming and recruiting.

Mr. Sickler noted that Ms. Haggerty had wisely written into the contract that Stamats and MCC's creative teams would become one, working together to create the executions. Ms. Haggerty noted that imaging will be authentic, avoiding the use of stock photography. Mr. Adams noted that shades of the College's current red and blue are being used in the color palette, which creates continuity between new and old.

A. Progress Update for Facility Master Plan, Ms. Leanne Meyer-Smith, Wight & Company

Ms. Leanne Meyer-Smith of Wight & Company gave a presentation on the Facility Master Plan. She stated it was important to include vision for 5, 10, 15 and 20 years out. She noted that the Plan uses land currently owned by the College and takes into account the 20 acres which the College intends to acquire. She noted that the numbers from FTE enrollment and county growth matched up with program growth, bringing that together with a building footprint to project how much space, parking and roadways are needed. She noted that the Illinois Department of Transportation plans to move the stoplight to the Lucas Road entrance which will come through as a main entry. She spoke of discussion about the need for a fine arts center, with a year-round presence for the community, and noted that all newer buildings will front on Route 14. She noted that existing buildings would be retrofitted and repurposed as core academic classrooms. She added that the lower level of the existing building would feature the culinary arts program and community functions. The back building would continue to be focused on career and technology programs.

Ms. Meyer-Smith noted that with a 40-year vision, it is important to continue to look at land acquisition. She spoke about a large central green space that would offer opportunities for agriculture or community gardens. She noted that academic programs would be grouped together so that students would not have to move around, adding that floor plans and more detail will be presented at the February 23 Board of Trustees meeting.

Mr. Adams asked whether there would be one power plant for the entire site; Ms. Meyer-Smith responded that work is being conducted now to determine the answer to that question. Mr. Adams stated his preference for low-profile landscaping so the building could be seen.

Ms. Walters asked what the population should be to administer and build the buildings, and asked where

parking would be for the student population. She asked in addition about buildings with two or three floors and asked why parking would not also include a second story. Ms. Meyer-Smith responded that the new buildings would all be at two or two and a half levels. She added that parking decks are very expensive; many schools would rather put the money in buildings for academic use.

Ms. Walters noted the long walk time and suggested putting in some kind of system on which people can get a ride. Ms. Meyer-Smith replied that this issue was discussed in an eco-charette; In the future, it will be important to have a station where students can remote park. Ms. Walters noted that the College has buildings with existing footings to go to a second story.

Dr. Smith stated that Ms. Meyer-Smith would make a longer presentation at the February 23, 2012 Board of Trustees meeting, to talk about the staging of current buildings and what might go in when current facilities are repurposed. Mr. Adams noted that McHenry County College is towards the bottom of the stage average on square footage per student.

**B. Building B Renovations, Mr. Steve Pate, RuckPate Architecture**

Mr. Steve Pate provided an update on the project; he noted that in January the Board authorized going out for bid for the remainder of the project. Bids will be received March 9. Mr. Pate noted also that the Board authorized going out for bid on equipment in December and asked Mr. Bill Bennett to report.

Mr. Bennett stated that the bid request provided favorable results and noted that five firms responded.

Pepper Construction was able to qualify the low bidder and second low bidder and do their due diligence. He is asking tonight that the Board recommend Great Lakes Hotel Supply Company to receive the award for the kitchen equipment package, at roughly \$1,200,000.00. Mr. Bennett stated there was still work to do to find donations or alternate methods of supply. Mr. Pate noted the drop-dead date of May 1, 2012 to order a good portion of the equipment, which allows Ms. Brown and her team time to evaluate and look at options. Ms. Liddell asked whether Mr. Bennett had personal experience with Great Lakes Hotel Supply; Mr. Bennett responded that he and Pepper Construction have done many projects with the firm over the years and added that Ed Whitney prefers this firm on the project. Mr. Parrish asked what the bid spread was; Mr. Bennett responded that the responses spanned from \$1,193,000.00 to \$1,440,000.00, with Great

Lakes Hotel Supply the lowest bidder. Mr. Adams asked whether the Trustees had any comments or questions and asked whether Mr. Whitney and his contacts were a great asset for donations. Ms. Brown replied that she and her team are trying to determine whether there are items that can be gotten slightly used or donated, and work is ongoing to work those details out without compromising quality. If donations are received, items can be pulled off the bid. Ms. Miller asked whether the McHenry County Chapter of the Illinois Restaurant Association had been contacted; Ms. Brown responded that a lot of local restaurants are not in the position to donate money but were more interested in having McHenry County College students as interns.

C. Classification and Compensation Study, Dr. Jeff Ling, Evergreen Solutions

Ms. Angelina Castillo introduced Dr. Jeff Ling, who gave a brief update on the Classification and Compensation Study. Dr. Ling stated that the study has reached the midway point in the process of reviewing. He stated that focus groups were held in the fall of 2011. Job Assessment Tools have been completed by employees and the salary survey is halfway to completion. Data has been received from 10 institutions so far, and 15 more have given a commitment to provide data. Dr. Ling stated that in March, he will return with combined information, implementation options, and the report.

Dr. Ling spoke about information gathered during focus groups: people enjoy working here, they feel they do something important, like what they do, have great people to work with, and make a difference in the community. Employees feel that the benefits offerings are generous and appreciate the family emphasis on benefits. Employees feel the classifications need to be updated; when asked to do extra work, they want it to be documented in the job description. Many employees talked about tuition reimbursement and appreciate that the Board and Administration place an emphasis on education for students and employees. The majority of employees would not work in another area besides education; there is a strong tie between the College and the community, making a differences in students' lives and the community.

Dr. Ling stated that the overall classification system is good. Some renaming of classifications is needed, calling jobs by the right names, which indicates to the labor market that this is a progressive workplace.

Dr. Ling stated that the placement of directors is not sufficient; the jobs that directors and managers do must be documented, which was not done by the past system. A comparison to the marketplace results in positions being 11% off market at the beginning of a career, 5% off market at the mid-point of a career, and much closer to the market at the maximum point of a career. He added that numbers will change as more information comes in over the next few weeks – noting that corrections are already being made for cost of living differentials.

Dr. Ling stated that the next steps are to complete the classification analysis and salary survey by March 1. Information will be combined by March 7, an implementation plan created by March 14, and a report and presentation finished at a date to be determined. Evergreen Solutions will look at various options, cost each option on the administrative side, and visit again to report back and present findings.

Dr. Ling then received questions and comments from the Board of Trustees.

Ms. Miller asked whether a comparison was being made of total compensation including holidays, benefits and time worked; Dr. Ling responded that the data is presented three different ways: strictly salary, approximate value of benefits together, and total compensation.

Ms. Kisser asked whether the 10% off market figure was arrived at by comparing to colleges outside of the county, as well as getting a sense of what it is like in the county, looking at comparable positions in the county and companies within the county and how they compare outside the county. Dr. Ling replied that a three-tiered approach is taken: 1) a radius of 50 miles is used to compare public, private and educational entities; 2) the assumption is made that supervisory or administrative positions may travel outside that 50-mile radius or may relocate; and 3) comparisons are made exclusively to educational institutions in the state of Illinois. Evergreen Solutions wants to provide a snapshot to show McHenry County College where it fits into that structure, preferring to provide more information. Dr. Ling noted that conclusions will be provided based on each of those cuts, showing which cut is most relevant to McHenry County College.

Dr. Ling stated that job descriptions for higher level positions have less specificity, noting that lower level duties are written down. He noted there is not enough detail to differentiate managerial positions from

high level professional positions, which creates a gap that creates confusion. When attempting to hire, this gives more flexibility, and creates dilemmas when comparing to peers. He added that a better job was done of administering job descriptions for professional positions than for senior level positions.

Mr. Adams asked what the sample size would be, stating that it is currently 8 out of 51, with 15 more expected to come in. Dr. Ling stated that a commitment has been obtained from 23 institutions, with more potentially coming in. Data has been pulled from the state but not yet entered; he prefers that individual institutions report their data rather than taking it from the State. Mr. Adams noted that the McHenry County Economic Development Corporation has an excellent Workforce Labor Study. Dr. Smith noted that the 51 institutions were the 51 community colleges in Illinois. Dr. Ling added that three counties and three cities have sent data, but did not have many matches.

#### DISCUSSION OF REQUEST TO PURCHASE AND INSTALL KITCHEN, SERVERY AND CULINARY ARTS LAB EQUIPMENT

This item was discussed in conjunction with item 7.B., above.

#### DISCUSSION OF BOARD POLICY 1.8.8, COMMUNITY SUPPORT

Policy 1.8.8 was discussed. The committee sent this policy for rewrite and Dr. Miksa explained why the change was made, to address any fundraising done in the College's name. Ms. Kisser asked those present whether they agreed that the language is satisfactory; there was general consensus that it was all right.

#### DISCUSSION OF BOARD POLICY MANUAL, SECTION 1

Ms. Kisser stated that Section 1 of the Board Policy Manual has been reviewed by the Evaluation and Policies Committee and is being sent to the full Board for approval. Attorney input was heeded if there had been changes in the law; if something was already inferred in another section, it was gotten rid of as a standalone item. Any item that belonged as a procedure was removed, and any item that belonged in another section was placed where it belonged.

Mr. Adams asked about Policy 1.8.4.2, Agenda, which states materials will be prepared and distributed in advance when possible. Ms. Kisser asked whether there was a minimum amount of time allowed; Dr. Smith responded that some documentation cannot be shared before it is discussed in Closed Session.

Discussion followed regarding receiving documentation prior to making a decision; all agreed that providing documents 48 hours in advance was a good guideline. Ms. Larson stated that a procedure might be put into place, as the policy is a general guideline.

Mr. Adams spoke about an agenda procedure item. Open for Recognition of Visitors and Presentations notes that each speaker has three minutes or less to address the Board. When a speaker cedes the floor to a colleague after 2 minutes and the colleague speaks for 7 minutes, it may not be appropriate when there is a full meeting agenda. Dr. Smith noted that this issue has been addressed. Presentations come to the agenda through Executive Council. If a Trustee wishes to place an item on the agenda, Chair Miller should be contacted.

Consensus was reached that Section 1 is ready to be sent to the full Board for a first reading at the February 23 Board meeting.

#### DISCUSSION OF THE ESTABLISHMENT OF FUNDRAISING POSITION

Dr. Smith noted that each time there is a position vacancy, she asks whether that human resource can be used more effectively. A recent vacancy in the Development Office was reviewed and it was determined that the office needs another fundraising position rather than replacing the clerical position.

Ms. Brown clarified that all Foundation staff have been cross-trained in using the database so that the office is not reliant on one person. Major gifts go through Mr. Brennan, other staff will handle annual gifts and internal campaign. Discussion followed on procedures and practices in the Foundation office.

Ms. Kisser asked that this issue be revisited by the Board in six to twelve months.

Ms. Walters spoke about the Foundation being exclusively self-supporting with the exception of the Executive Director hired; Dr. Smith replied that the Foundation is moving toward that goal. Ms. Miller commented that in today's climate, fundraising is competitive and many donors look for an organization that can prove most of the proceeds are used to fund a purpose. Ms. Brown replied that the Foundation budgets are in line.

Mr. Adams concluded discussion by stating that he is hearing consensus to hire the fundraising position.



FUTURE AGENDA ITEMS

The Special Finance and Negotiations Committee Meeting on Tuesday, February 28, 2012 at 8:00 a.m. will feature a budget workshop. Mr. Adams asked that fees be discussed at a future meeting. Graduation will be held May 12, 2012 if the date is approved at the February Board meeting. Discussion followed on the April, 2012 meeting which will feature a lengthy presentation on the Facility Master Plan. Consensus was reached to begin the meeting at 5:00 p.m. on Thursday, April 26 in the Luecht Conference Center, moving to the Board Room afterward.

SUMMARY COMMENTS BY BOARD MEMBERS

Ms. Kisser stated that the Evaluation and Policies Committee would be moving on to Section 3 of the Board Policy Manual. Dr. Miksa stated that Section 3 would not be ready for the March meeting. Dr. Smith noted that she will be submitting her self-evaluation to the Board by March 1. Ms. Kisser commented that there may not be a need to hold an Evaluation and Policies Committee meeting in March. Mr. Adams commented that asking for approval for solicitation for the cafeteria and grounds is a big move. He noted that no decision would be made; information is being gathered to see what is available. Mr. Manke replied that the Board asked some time ago that administration evaluate these areas, and that is what is planned. Mr. Adams noted that this would be a good future item for the Finance and Negotiations Committee. Ms. Miller stated that once the ERP system is up and running, she would like to place an item on a future Finance and Negotiations Committee meeting agenda relative to having an outside third party do an Internal Control Audit. Mr. Adams spoke about informing the Board what audit functions the new ERP system allows as well as informing the Board what benchmarking reports might be of interest. Mr. West mentioned dashboards, and Dr. Smith asked that the Board indicate what kind of dashboards would be of interest.

CLOSED SESSION

No Closed Session was held.

ACCEPTANCE OF CLOSED SESSION MINUTES

Mr. Parrish moved to accept the minutes of the Combined Meeting of the Facilities Planning Committee and the Finance and Negotiations Committee meeting, January 19, 2012, Closed Session, and Ms. Liddell seconded the motion. The roll was called and all were in favor; the motion carried and the Closed Session minutes were accepted as presented.

ADJOURNMENT

Hearing no further business, Chair Adams adjourned the meeting at 8:54 p.m.

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Patricia Kriegermeier, Recording Secretary

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Barbara Walters, Board Secretary