

**Minutes of the MassBay Community College Board of Trustees Meeting – 8:00 am to 10:00 am
Tuesday, March 5, 2024, by Webex and YouTube.**

Board Members Present: Tobey Choate, Matt Kahn, Sandy Lish, Ilissa Povich, Mikael Pyrtel, Rod Sanz, Derin Saunders, Diane Schmalensee, Lili Silva, Dune Thorne, Wendy Vincent

Trustees Povich and Thorne departed the meeting at 9:00 am. Trustee Saunders arrived at the meeting at 9:15 am. Trustee Pyrtel departed the meeting at 9:32 am.

Guests Present: Kate Basch, Assistant Director of Career Services; Josh Cheney, Associate Dean of Students; Jean Dyer, Foundation Board Member; Anthony Neptune, Student Development Specialist

Staff Present: Yvonne Anthony, Director of Grants Development; Steve Baccari, Comptroller; Liz Blumberg, Vice President for Student Development and Dean of Students; Liz Borg, Capital Campaign Director; Karen Britton, Executive Director, Office of the President; Lauren Curley, Director of Business and Procurement Operations; Diane Daniels, Assistant Vice President for Human Resources and Payroll; Lynne Davis, Dean of Health Sciences; Mishawn Davis-Eyene, Executive Director of Development; Joe DeLisle, Director of Facilities; Phil DiBlasi, Director of Public Safety; Marcus Edward, Vice President for Finance and Administration; Catherine Gildae, Assistant Dean for Institutional Effectiveness; Courtney Jackson, Vice President for Academic Affairs and Provost; Nina Keery, Dean of Humanities and Social Sciences; Mike Lyons, Chief Information Officer; Lisa MacDonald, Director of Equity Compliance; Sue Maggioni, Assistant Provost; Alison McCarty, Associate Dean for Admissions and Community Learning; Lynn Moore, Chief Diversity Officer; David Podell, President; Lisa Slavin, Associate Vice President for Enrollment Management; Jeremy Solomon, Associate Vice President for Institutional Advancement, Marketing, and Communications; Halye Sugarman, Dean of Business and Professional Studies; Richard Williams, Associate Dean for Student Success

CALL TO ORDER & INTRODUCTIONS

Chair Schmalensee called the meeting to order and declared that a quorum was present.

HONORING TRUSTEE SANZ

Chair Schmalensee reported that today is the last meeting for Trustee Sanz and thanked him for his service to the Board for the past five years. Trustee Sanz expressed that he will always be grateful to MassBay for opening doors and will keep in touch. Chair Schmalensee read a certificate acknowledging Trustee Sanz's contributions.

FEBRUARY 13, 2024, MINUTES

MOTION: Trustee Choate moved to approve the minutes of the February 13, 2024, meeting, and Trustee Silva seconded the motion.

The motion passed via the following roll call vote: Trustee Choate – YES; Trustee Kahn – YES; Trustee Lish – YES; Trustee Povich – YES; Trustee Pyrtel – YES; Trustee Sanz – YES; Trustee Schmalensee - YES; Trustee Silva – YES; Trustee Thorne – YES; Trustee Vincent - ABSTAINED

BOARD COMMITTEE REPORTS

***Finance and Administration Committee**

Committee Chair Matt Kahn reported that the Finance and Administration Committee reviewed all of the financial reports at its meeting last week, with the exception of the Uniform Guidance Audit. He then turned over the report to President Podell and Vice President Edward.

Finance Items

President Podell reported that the finance reports reflect an increase in enrollment of 24.5%. MassBay has the largest increase among the community colleges who have made their data available.

Vice President Edward reported the following:

FY2024 Budget vs. Actual Comparison Report

As of January 31, MassBay's performance exceeded the projected budget by approximately \$2.1 million, which is attributed to better performance on revenues and expenses when compared to the projected budget.

Revenue

Overall, there is a positive variance on the revenue side, amounting to \$1.3 million. Tuition and fees revenue outperformed the projected budget by approximately \$1.1 million, driven by favorable enrollment trends. Fall enrollment increased by 17.4%, and spring enrollment increased by 24.4%, exceeding the budgeted 14% year-over-year increase. The State Maintenance Appropriation stands at \$15.6 million received thus far out of the allocated \$22.3 million. Contracts, Commission, and Other Revenue exceed the budget by \$169,000, mainly due to the superior performance in MMDT interest earnings, reaching a 5.56% rate of return. With regards to Investment Spending, the College has taken half of the annual draw.

Expenses

On the expense side, MassBay is performing better than budget by approximately \$803,000. Several expense categories align with the projected budget. A positive variance of \$622,000 in the Administrative Expenses line is attributed to unspent contingency funds and underspending in the catering, traveling, and printing expenses. An unfavorable variance of \$80,000 on the Consultants line is due to the website refresh project expenses. An unfavorable variance of \$83,000 on the Maintenance/Construction line is linked to the timing of snow removal expenses. Capital expenses amount to \$515,000, or 42%, of the Capital budget. The College intends to spend the entire expense budget.

MOTION: Trustee Kahn moved to approve the Budget vs. Actual Report, and Trustee Choate seconded the motion.

The motion passed via the following roll call vote: Trustee Choate – YES; Trustee Kahn – YES; Trustee Lish – YES; Trustee Povich – YES; Trustee Pyrtel – YES; Trustee Sanz – YES; Trustee Schmalensee - YES; Trustee Silva – YES; Trustee Thorne – YES; Trustee Vincent - YES

Student Accounts Receivable and Cash and Investment Comparison Reports

Student Accounts Receivable

There is a year-over-year increase of \$2.1 million, or 44%, in receivables as of January 31. The negative variance is a result of a few factors, including MassReconnect students being enrolled but not having their financial aid

disbursed until February. Enrollment increased by approximately 25% at the end of January compared to the previous year.

Cash and Investment Comparison

There is \$37.3 million in cash and investments, reflecting a \$4.2 million increase year over year. MassBay is earning interest of 5.56% at MMDT and 3.4% at Bank of America, and has a balance of \$9 million at MMDT and \$5.3 million at Bank of America

Cash Position and Investment Position by Month

This chart illustrates monthly cash balances over the last five years.

Community College Cash and Investment Comparison

This report details the cash and investment balances as well as the Full-Time Equivalent (FTE) enrollment rankings for the 15 community colleges across the past three fiscal years. Out of the 15 community colleges, 12 have investments. Currently, Bunker Hill Community College holds the top rank both in cash and investments and in enrollment. MassBay holds the 7th rank in cash and investments and the 9th rank in FTE enrollment. MassBay has improved its ranking in both cash and investments as well as enrollment over the past three fiscal years. When comparing the College's cash balance, it is important to note that both Bunker Hill and Middlesex hold over twice the amount of cash that MassBay does, and both colleges surpass MassBay in size. Regarding FTE enrollment, Bunker Hill is more than twice the size of MassBay, while Middlesex is 1.5 times the size of MassBay. The audit for Berkshire has not yet commenced, preventing a notation of their provision of a cash and investment balances. It was noted that there is a large cash balance in MassBay's portfolio. It is very unlikely that the current state administration would choose to do anything with this money or provide less funding to the College, given its understanding of the circumstances public institutions find themselves in.

Investment Update

As of January 31, the investment balance was \$22.3 million, reflecting a loss of 20-basis points in value for the month of January. Subsequently, the investment balance has recovered the value it lost in January. As of February 29, the investment balance was \$23 million, earning a 3.2% return for the month of February. As of March 4, the investment balance was \$23.2 million.

Uniform Guidance Audit and Restated Financial Statements

Uniform Guidance Audit

A draft version of the Uniform Guidance Audit is provided in today's meeting binder. The official opinion is a clean opinion. The Schedule of Expenses of Federal Awards is outlined. In the fiscal year 2023, federal expenditures amounted to \$7.1 million, with financial aid constituting 83% of the total expenditures. One finding related to National Student Loan Data System (NSLDS) reporting is detailed. Out of a sample of 40 students, one student had status changes that were not reported to NSLDS within 60 days. The College's corrective action plan is also included and involves a reconciliation between NSLDS and NSC (National Student Clearing House).

Restated Financial Statements

The Restated Financial Statements are being presented at today's meeting because of an audit finding. It is important to note that the restatement does not impact the balance sheet or the bottom line. Note 18 on page 109 of

the binder explains the changes made to the financial statements because of a required disclosure in the presentation of the financial statements. Revenue and expenses have both decreased by \$2.7 million, resulting in a net wash. This is attributed to the accounting treatment of student loans by the College. Although the restatement does not impact the balance sheet or the bottom line, the auditors have classified the restatement as a material weakness. MassBay has addressed the audit finding, and moving forward, this issue should not recur.

MOTION: Trustee Kahn moved to approve the Uniform Guidance Audit and Restated Financial Statements, and Trustee Choate seconded the motion.

The motion passed via the following roll call vote: Trustee Choate – YES; Trustee Kahn – YES; Trustee Lish – YES; Trustee Povich – YES; Trustee Pyrtel – YES; Trustee Sanz –YES; Trustee Schmalensee - YES; Trustee Silva – YES; Trustee Thorne – YES; Trustee Vincent - YES

Personnel Items

Assistant Vice President Daniels reported the following:

Personnel Actions Report

Two new employees have been hired:

*Venusa Toomey, Assistant Dean of Health Sciences in the Health Sciences Division, reports to the Dean of Health Sciences

*Nathaniel Bowen, Jr., Cyber Range Manager in the STEM Division, reports to the Interim Dean of STEM

Two employees are in new roles:

*Abby Detweiler, Manager of Grants Administration

*Max Pacheco, EDP System Analyst IV – Security Analyst

One employee left the College.

Recruitment Report

There are 11 positions open, including 8 faculty, Dean of STEM, and Director of Advising.

ENROLLMENT REPORT

Associate Vice President Slavin reported that spring enrollment is up 24.5%. The Eight Week Two semester starts on March 25. Summer registration opened yesterday, and fall registration opens on April 1. Applications for fall are currently up 40%. Admissions is very busy recruiting. An event for College Counselors is being hosted in Framingham next week. The Spring Open House will be held in Wellesley on Saturday, April 27. Virtual sessions for prospective MassReconnect students are also coming up.

FOUNDATION AND CAPITAL CAMPAIGN REPORTS

Foundation Board member Dyer reported the following:

*A total of 150 scholarships adding up to over \$90,000 were awarded to 124 of 381 applicants (a 34% yield).

*Dan O'Neil, a MassBay alumni, is running the Boston Marathon. Proceeds from MassBay's first pickleball contest will go towards the Boston Marathon fund for general scholarships.

*The Celebration of Scholars will take place at the Framingham campus on April 18.

*A collaborative benefit concert with the Wellesley Symphony Orchestra will be held on May 29.

*On May 9, the Foundation will host an event for Nursing alumni in honor of Nurses' Week.

Capital Campaign Director Borg reported the following:

*The Campaign is close to raising \$5.6 million of its \$5.7 million goal.

*Now that the new building is up, outreach to ambulance companies is in process again.

*Conversations with large donors continue to take place.

*An event for all employees who donated to the Campaign will be held later this semester.

*Tours for potential donors who could not attend the Ribbon Cutting are being organized.

SPECIAL REPORT

MassReconnect

Vice President and Provost Jackson introduced Assistant Director of Career Services Basch, Associate Dean of Students Cheney, Assistant Dean for Institutional Effectiveness Gildae, Student Development Specialist Neptune, Associate Vice President Slavin, and Associate Vice President Solomon, who gave a presentation on the MassReconnect program, including the following:

*MassReconnect – What is MassReconnect? How did MassBay implement MassReconnect? Who are the MassReconnect students? How is MassBay supporting MassReconnect students?

*Why MassReconnect? Who is eligible for MassReconnect? FAFSA Assistance

*Getting the word out through marketing, artwork, and digital ads

*Implementation – committees and staffing

*MassReconnect students – MassReconnect and Pell enrollments, most recent institution, course success rates, fall 2023 to spring 2024 retention, spring 2024 enrollment summary

*Retention and Resources – Multidisciplinary Retention and Resources Committee, academic support, academic advising, career services, transfer advising

*Deepening our understanding of MassReconnect students

*Summer 2023 focus groups and December 2023 survey

It was noted that there have been some challenges nationally with the FAFSA application for next year, which has not affected the MassReconnect students. Associate Vice President reported that the timeline for MassBay students has not changed.

President Podell thanked all the offices who came together very quickly to make the MassBay MassReconnect program such a success. The planning and execution by the team have been excellent. He noted that this initiative along with the potential of free community college for all students could have a large impact on the College's environment.

EXECUTIVE REPORTS

Board Chair

Chair Schmalensee asked Presidential Evaluation Committee Chair Lish to report on the work of the Presidential Evaluation Committee. Trustee Lish reported that the Presidential Evaluation Committee is meeting this week. She reminded Trustees that 100% participation by Board members is required. Chair Schmalensee thanked Trustee Sanz for his work on the committee.

Chair Schmalensee reported that there are several in-person events coming up in the next few months. She and President Podell welcome input as to whether or not the Trustees should begin to meet in person again as they did before the pandemic. She reminded the Trustees about the following upcoming events:

- *Mobile Market – March 13, April 10, and May 8 – 11:30 am
- *Celebration of Scholars – April 18 at 6:00 pm
- *Evening of Excellence – May 20 at 5:00 pm
- *Commencement – May 23 at 6:00 pm (4:30 pm arrivals for robing and refreshments)

President

President Podell reported the following:

*The state budget for FY2025 is in process. The current administration is more generous towards community colleges than the previous administration. Colleges are waiting on the House and Senate, the latter having expressed interest in free community college for all by asking for a report and following up with questions.

*MassBay is working with a consultant on plans for renovating the kitchen in Wellesley. Interviews with various stakeholders have taken place, and a survey was distributed to the entire community for a report that will be given to the Executive Team in two weeks. The project depends on DCAMM for moving forward and will hopefully begin in summer 2024. The College also needs to find a food services vendor.

*The Town Halls on Arming the Police have been completed. There were three for employees and two for students. The employee town halls were well attended with 120, 70, and 60 attendees, while the student town halls were attended by five or six students. The PowerPoint shared at the February Full Board meeting was shown first, followed by time for questions and feedback, either spoken or written in the Chat. A survey will be distributed soon, and the responses and analysis will be forwarded to the Trustees. It is a topic about which people have strong feelings, and an in-person meeting with the Trustees may be beneficial before their decision is made, given the significance.

*February was filled with activities celebrating Black History Month. The first Virginius Thornton Speaker Series, honoring the notable civil rights leader who organized students and marched with Martin Luther King and also taught at MassBay, was held on campus last week. Chief Justice of the Massachusetts Supreme Judicial Court

Kimberly Budd gave the keynote speech, followed by a ceremony renaming Library Conference Room B to the Virginius Thornton Conference Room. The conference room has been redone to honor Virginius Thornton's life and career. March is Disabilities Awareness month, and an exhibit entitled *Gateway to New Horizons* will be located in the Library all month.

Student Trustee

Student Trustee Saunders reported the following:

- *Submissions for the award winning Lumiere literary magazine are due March 24.
- *The basketball season has ended.
- *SGA held a Bingo event, which was sponsored by several clubs to increase student engagement.
- *A "Cookie and Coffee Drive" will take place during the week of midterms.
- *The MassBay "Go Green" campaign is expanding to the Ashland campus.
- *Various events honoring Black History Month have taken place, including one for Bill Raynor's new memoir.
- *Career Services is holding a session for students on creating vision boards.
- *UMass Amherst, Boston, and Lowell Transfer Information Sessions are coming up.

COMMUNICATIONS

Reports from Public Safety

December 2023, January 2024, and February 2024 Clery & NIBRS (National Incident Based Reporting System (NIBRS) Reports

Chief DiBlasi reported that both reports from Public Safety for the months of December, January, and February show all zeros.

ADJOURNMENT

MOTION: Trustee Choate moved to adjourn the meeting, and Trustee Silva seconded the motion.

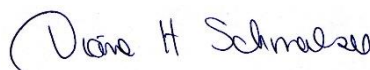
The motion passed via the following roll call vote: Trustee Choate – YES; Trustee Kahn – YES; Trustee Lish – YES; Trustee Sanz – YES; Trustee Saunders – YES; Trustee Schmalensee - YES; Trustee Silva – YES; Trustee Vincent – YES

The meeting adjourned at 9:41 am.



4/2/24

David Podell, President Date
MassBay Community College



4/2/24

Diane Schmalensee, Chair Date
MassBay Board of Trustees



MassReconnect
FREE College for 25+

MassReconnect

- *What is MassReconnect?*
- *How did MassBay implement MassReconnect?*
- *Who are the MassReconnect students?*
- *How is MassBay supporting MassReconnect students?*



Why MassReconnect?

- Massachusetts has many adults with little or no college credentials
- Demographic Shift – high school population is shrinking
- Dramatic need for workers in high-demand fields like cybersecurity, early childhood education, IT, and health careers to name a few

What is MassReconnect?

- \$20 million dollars in the FY 24 State Budget for all 15 Community Colleges
- MassBay received \$1,396,685 for the 23-24 academic year
- State Financial Aid to be awarded as “last dollar” financial assistance to cover tuition, fees, books, and supplies.



Who is Eligible for MassReconnect?

- ✓ Are 25 years or older on the first day of class
- ✓ Are a Massachusetts resident for at least one year
- ✓ Are enrolled in at least SIX credits per semester
- ✓ Are pursuing a financial aid eligible program
- ✓ Have not previously earned a college degree
- ✓ *Submit and successfully complete the Free Application for Federal Student Aid (FAFSA)

*While the FAFSA is required, there is no income or EFC threshold like other forms of financial aid.



FAFSA Assistance

Free **FAFSA** Help
at times that are
convenient for you!

Text “**MassBay**” to (857)309-2942

Current and future MassBay students can
text anytime!

A uAspire Advisor will text you back
within 24 hrs (Mon-Fri) to help complete
the FAFSA and answer other financial aid
questions. We provide support over text,
Zoom, or phone call.

**uAspire's FAFSA Help Center is
100% Free & Confidential**

MassBay is proud to partner with uAspire for
all your FAFSA completion needs. uAspire
is a nonprofit organization ensuring that all
young people have the financial information
and resources necessary to find an affordable
path to and through college.

MASSBAY.EDU
START HERE • GO ANYWHERE



MassReconnect: Getting the Word Out

MassReconnect – Marketing

Tactics We Used

- **Free Messaging**

- Events – Governor’s Launch Event, MassReconnect Info Sessions
- Social Media
- Emails to Current Students
- Rte. 9 Sign
- Website Homepage
- Earned Media – Press Releases and Media Hits

- **Paid Media**

- Phone Calls
- Search Engine Optimization
- Digital Ad Campaign
- Out of Home – MWRTA
- Postcards



Artwork



MassReconnect is Here!

Free College for 25+

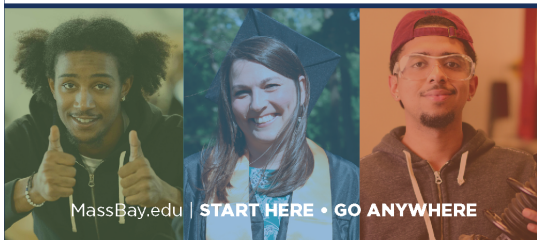
Under the new **MassReconnect** program, all Massachusetts residents 25+ without a college degree can go to MassBay **FOR FREE** - fees, tuition, books, and supplies all covered!

Learn more at our upcoming
MassReconnect info Session:

Tuesday, August 22nd
6:30pm



**There's Never Been a Better Time
to Go to College - Join Us!**



Email to current students



Out of Home – MWRTA Ads

Are you 25+?

Free College!



MassBay.edu/MassReconnect

Rte. 9 Sign



Have You Heard About the Proposed
Free College for 25+?



Social media post



**MassBay is Free
for Adults 25+**

There's never
been a better time
to go to college.

MASSBAY.EDU/MASSRECONNECT

START HERE • GO ANYWHERE



17,000
Postcards
Mailed



MassReconnect – Digital Ads

Dates: 8/10 – 8/29

Total Clicks: 9,292

Discover MassReconnect | No Such Word as "Can't" | Free Tuition for Over 25s

[Ad massbay.edu/massreconnect/free-tuition](https://massbay.edu/massreconnect/free-tuition)

Want to study but life keeps getting in the way? Discover MassReconnect in 2023. If you're 25+ and a Massachusetts resident, you're eligible for MassReconnect. Learn more.

[Programs](#)

[MassReconnect](#)

[Careers Services](#)

[Request More Info](#)

Google Ads

Impressions: 27,170

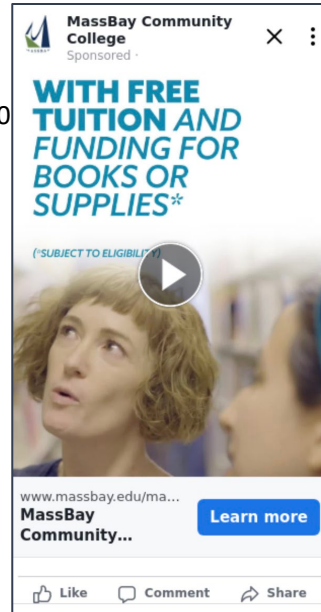
Clicks: 671



YouTube Non-Skippable Ads

Impressions: 895,812

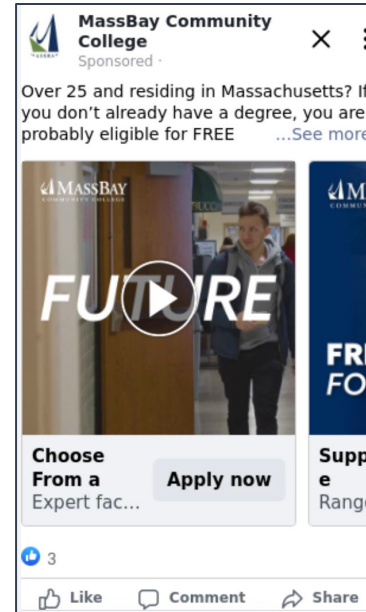
Clicks: 1,106



Instagram Stories/Reels

Impressions: 1,866,555

Clicks: 1,144



Facebook/Meta

Impressions: 172,278

Clicks: 1,145



Facebook/Meta

Impressions: 666,627

Clicks: 5,226



Implementation of MassReconnect at MassBay

Implementation of MassReconnect at MassBay

- Committees
- Staffing

Staffing for MassReconnect

- MassReconnect Navigator in Enrollment Management
- Advisor in Academic Advising
- Increased hours in Career Services to support MassReconnect students



**Who are the
MassReconnect
students?**

MassReconnect Enrollments

AY 2023-24

	Fall 2023	Spring 2024*	Unduplicated headcount AY 24
Full-time	105	126	185
Part-time	307	420	567
Total	412	546	696

To date, a total of
696
students have
been awarded
MassReconnect
funds in AY 24

*Preliminary data only – as of 1-30-2024

MassReconnect and Pell Enrollments*

Fall 2023

	MassReconnect	No MassReconnect**	Total
Pell Award	213 (18%)	179 (15%)	392 (32%)
No Pell	199 (16%)	619 (51%)	818 (68%)
Total	412 (34%)	798 (66%)	1210

*Percent displayed are of the whole table, e.g. 18% of students ages 25+ were awarded both MassReconnect and Pell funds in Fall 2023

34%
of Degree/Cert-seeking students
ages 25+ were
awarded
MassReconnect
funds for Fall 2023

Most Recent Prior Institution

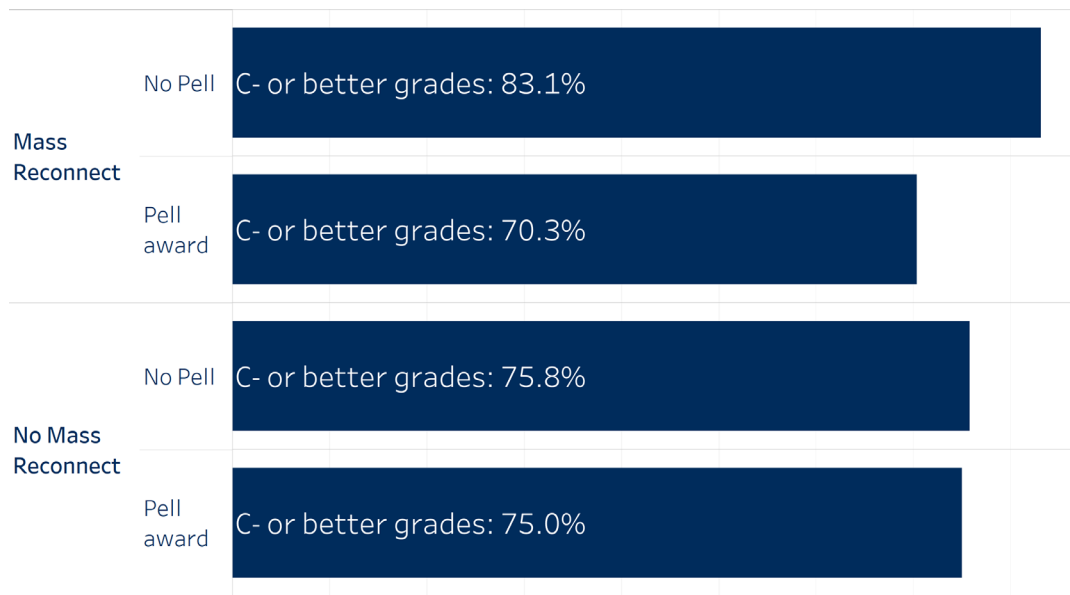
Institution type	
MA Community Colleges	39 (23%)
MA Private Colleges & Universities	18 (11%)
All other Colleges & Universities	16 (9%)
Out-of-State Community College	8 (5%)
Umass System	6 (4%)
MA State Universities	4 (2%)

Data reflects only students who are new to MassBay

46%
of Fall 2023
MassReconnect
students had no
prior institution
on record

Course Success Rates

Fall 2023



25+ students
overall had a

76%

course success
rate in Fall 2023

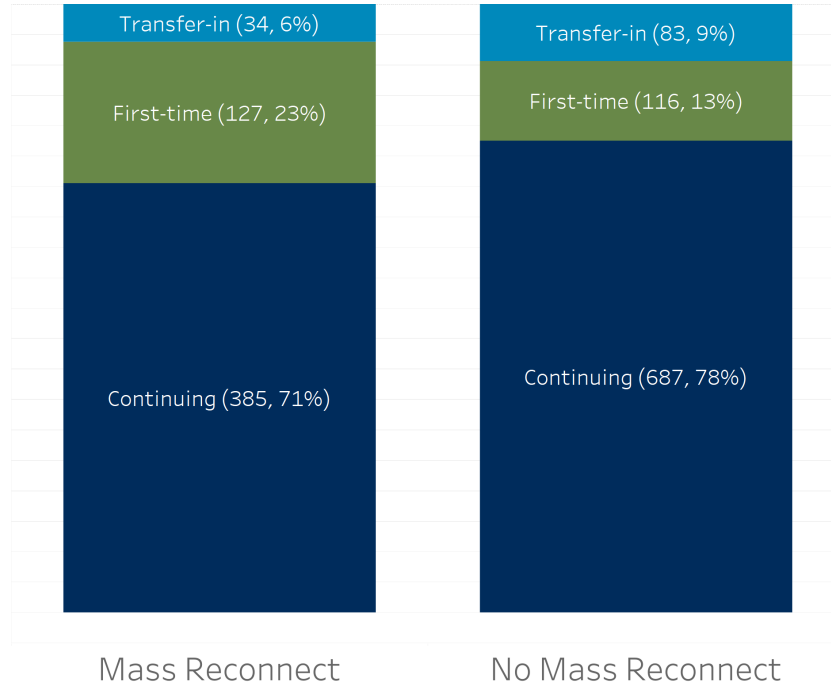
Fall 2023 to Spring 2024 Retention*

	Type	<i>n</i>	%
Retain or Award	Award	8	1.9%
	Award & Enrolled	2	0.5%
	Enrolled	319	77.4%
Retained*		327	79.9%
Transferred		3	0.7%
Left College		80	19.4%

80%
of Fall
MassReconnect
students were
retained and/or
completed their
degree

*Preliminary data only – as of 1-30-2024

Spring 2024 Enrollment Summary



**Spring '24
MassReconnect
enrollment to
date:**

546



MassReconnect: Retention and Resources

Multidisciplinary Retention and Resources Committee

- **Academic Advising**
- **Academic Affairs**
- **Accessibility Resources**
- **Alumni**
- **Career Services**
- **Counseling**
- **Enrollment Services**
- **Faculty**
- **Orientation & New Student Programs**
- **Student Development**

Deepening our understanding of MassReconnect students



Focus Groups | Summer 2023



Deep Listening

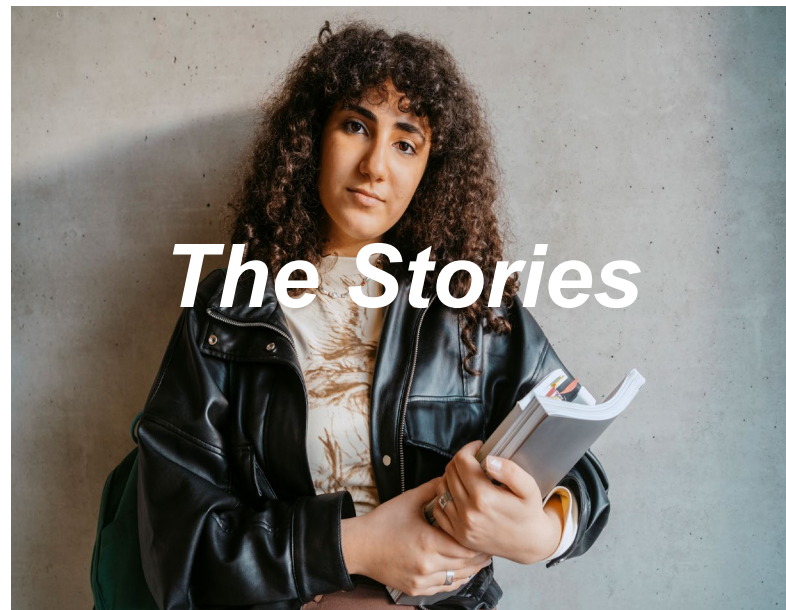


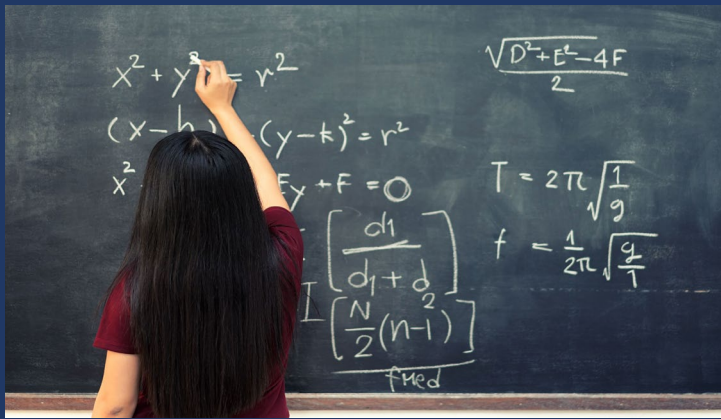
Understanding



Inclusivity

***“I wish I would have been
more involved.”***





Academic Support



Academic Advising



Career Services



Transfer Advising

Where do you prefer to attend workshops, events or support sessions?

Check all that apply	% Would & Might Attend
Virtual / Online	76%
Wellesley Campus In-Person	48%
Framingham Campus In-Person	17%
Ashland Campus In-Person	5%

When do you prefer to attend workshops, events, or support sessions?

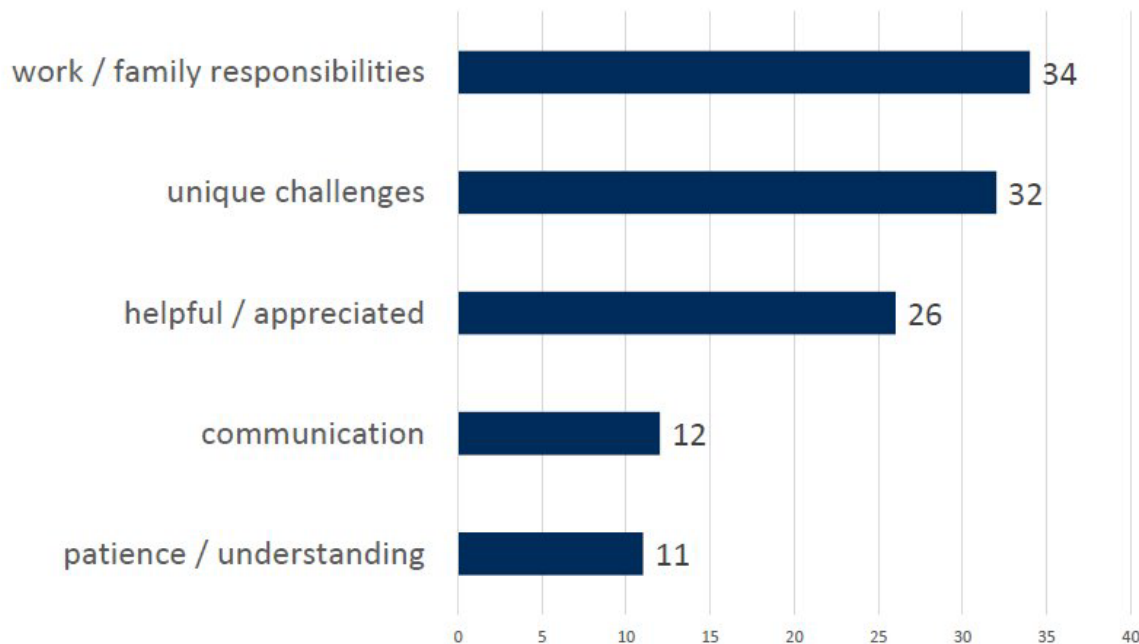
Check all that apply	
4pm - 8pm	46%
12pm – 4pm	26%
8am – 12pm	25%



"I am a ...single mom with a full time job and eager to learn. My time is limited but I will put all of my effort into doing the best I can."

Work/Family responsibilities

I wish professors knew...



Summary

Help students meet their immediate career needs while supporting their exploration and pursuit of tomorrow's possibilities

