

Minutes  
President's Cabinet  
February 9, 2012  
Black Hawk Room

**Members Present:**

Dr. Thom Baynum, Kathy Malcolm, Chanda Dowell, Shelly Cain, Mike Phillips, Dr. Dick Vallandingham, Leslie Anderson, Karen Boyd, Dr. Rose Campbell, Karen Mowers

Guests: John Meineke and Jo Johnson

**Core Value:**

*Honesty. We will aspire to be truthful, sincere, and candid in all aspects of our daily activities.*

There was an honest discussion yesterday in the Labor Management meeting and everyone was able to say what they wanted to say and what they had been hearing.

**Marketing Presentation**

John and Jo presented the process that was used in preparing the branding of the college. They have looked at the view of the college that the external community has and then turned internally to see how BHC employees view the brand. When they were finished with the survey, three attributes kept coming out: quality, convenience and affordable/value. The perception of BHC almost everywhere is positive and that people at BHC are dedicated.

Internal branding is important and how do we get it out? The plan must be to develop an image so compelling that people who work for BHC come every day with pride and honor

There were several areas that came through as very positive: a) student climate and b) supervisory relationships. There were also areas of improvement that came out: a) Institutional structure, especially the extent to which information is shared, and b) trust.

Ms. Malcolm commended Jo and John for an exceptional job in putting this together and helping us to put into practice what we have been learning. Some very specific strategies will be put in place for follow through on this.

**February Tentative Board agenda**

Ms. Anderson is going to talk to the board about changing the way finances are sent to them. There were a few changes to be made on the agenda.

**Employee Tuition Waivers and Federal Financial Aid**

There was a short discussion about how to apply the tuition reimbursement for employees. It was decided that this discussion would be put off at this time.

**Discussion on Student Tuition and Fees**

Dr. Baynum stated that he had met with each trustee and the SGA group on both campuses to discuss this issue. BHC is currently the lowest price of the local colleges and universities. Dr. Baynum stated that he wanted to make sure that students understand that BHC is willing to make

sacrifices as well as asking students to do the same. Some colleges have looked at taking away waivers and grants to help keep costs under control but BHC does not plan to do that.

There are two ways to raise money for a college: 1) raise tuition and fees or 2) raise number of students who attend. BHC is pretty conservative in what we need to take in to keep things going. PC members agreed that at this time with these circumstances, they would approve a proposal to the board for an increase of \$9 per semester hour.

### **Position Status Report**

Approved Office Specialist (BTC) as a part-time position.

Recruitment Coordinator EC—approved but had discussion that all required degrees must be in hand at time of application

### **Moving to a District Parking Tag program**

The PC group discussed four options Mike Phillips presented. The recommendation is to maintain student parking as it is and continue discussion.

### **Human Resources Issues**

Reminder that Banner implementation will start Tuesday as planned.

### **Other - Civil Unions**

Discussed health care coverage for civil unions. Reviewed union contracts for language regarding process and timelines of the Insurance Oversight Committee recommendation to add benefits.

Agreed that the contractually defined process should be honored, even if the change is considered in an "off year" per the contract.

Karen Mowers and Chanda Dowell taking notes.