

MINUTES
State Board of Community Colleges
STRATEGIC PLANNING COMMITTEE
Thursday, December 16, 2021

STRATEGIC PLANNING COMMITTEE MEMBERS

Ms. Ann Whitford, Chair	Mr. Hari Nath	Mr. Jon Harris, Designee for
Mr. Bobby Irwin, Vice Chair	Ms. Sarah West	Lt. Governor Mark Robinson
Dr. Shirley Carraway	Mr. Ray Trapp	

OTHER BOARD MEMBERS IN ATTENDANCE

Chairman Burr Sullivan	Dr. Lee Barnes	Hon. Dr. Ray Russell
Mr. Tom Looney	Mr. Ray Trapp	Mr. Jerry Vaughan
Mr. William Holder	Mr. Mark Merritt	Mr. Nathan Vasquez, N4CSGA President

OTHERS IN ATTENDANCE

Mr. Thomas Stith, NCCCS President	Ms. Elizabeth Grovenstein	Ms. Tiffany Howell
Dr. Patrick Crane	Ms. Anne Bacon	Ms. Ivana Hanson
Ms. Judykay Jefferson	Mr. Alex Fagg	Mr. Bill Schneider
	Ms. Sharon Gladwell	Pres. Mark Poarch
	Ms. Kelly Barretto	Ms. Julie Woodson

CALL TO ORDER

Chair Whitford called the meeting to order at 1:33 p.m.

ROLL CALL

Ms. Kelly Barretto took the roll of the Strategic Planning Committee members. With eight members in attendance, a quorum was present.

ETHICS STATEMENT

Dr. Crane read the Ethics Awareness and Conflict of Interest Statement and asked if there were any known conflicts. None were noted.

APPROVAL OF THE AGENDA AND MINUTES

Chair Whitford asked for a motion to jointly approve the agenda for today's meeting and the November 18, 2021 minutes. Mr. Irwin made the motion to approve the agenda and the November 18, 2021 minutes, Dr. Carraway seconded, and the Committee approved the agenda and the November 18, 2021 minutes unanimously without change.

Before introducing the first agenda item, Chair Whitford discussed the December 8 listening session at Pitt Community College. Chair Whitford noted positive feedback from a trustee who attended the listening session. Chair Whitford also briefly discussed insight gained from Excellence in Teaching award interviews that revealed significant issues with food insecurity at colleges. She stated that students are in dire need of basic services, a matter that we must continue to address.

FOR INFORMATION

Enrollment Insights

Chair Whitford introduced Mr. Bill Schneider to give the presentation on enrollment insights. He discussed the variability of postsecondary attainment rates across the state and community college/overall postsecondary enrollment trends, affected by population changes over the years.

Some key takeaways in his PowerPoint presentation:

- FTE shifts have primarily aligned with population shifts
- More densely populated counties will experience further growth in college-aged population as most rural counties will experience continued decline
- There may be an untapped opportunity to increase enrollment in Workforce Continuing Education or Basic Skills among those aged 25 to 39
- With some exceptions, counties with lower percentages of the population with “some college” or more education tend to have higher community college enrollment rates (and vice versa)

There were questions and discussion by the group.

Strategic Enrollment Management Update

Dr. Patrick Crane introduced Dr. Monty Hickman who presented on the work he is doing in partnership with System Office staff and colleges around strategic enrollment management. Dr. Hickman spoke about the Strategic Enrollment Management (SEM) Task Force and the work it is doing. Dr. Hickman also discussed the Minority Male Success Initiative, Career Coaches, Access and Completion initiatives (including REACH), financial aid (including federal pandemic funding contributing to existing aid), and other efforts that support SEM. He discussed initiatives that facilitate academic completion and opportunities for training in strategic enrollment management practices.

There were questions and discussion by the group.

ADJOURN

There being no other business, Chair Whitford adjourned the Committee at 2:48 p.m.

Respectfully submitted,

Kelly Barretto
Recording Secretary