

**MINUTES of the BOARD WORKSHOP**  
of the BOARD OF TRUSTEES of VICTORIA COLLEGE  
**June 28, 2018**

√ Ronald B. Walker	√ Daniel Cano
√ Luis A. Guerra	√ Catherine McHaney
√ V. Bland Proctor	Michelle Yates
	√ John Zacek

STAFF

√ Dr. David Hinds	√ Jennifer Yancey
Mary Ann Rodriguez	

MEDIA

**Guests:** Keith Blundell, Cindy Buchholz, Dr. Edrel Stoneham, Dr. Patricia Rehak, Terri Kurtz, Darin Kazmir, and Amy Mundy

The Victoria College Board of Trustees met Thursday, June 28, 2018 at 12:00 p.m. in Room 201 of the Emerging Technology Complex.

**A. Call to Order:**

1. Mr. Bland Proctor called the meeting to order at 12:07 p.m. and announced that a quorum of board members was present
2. Dr. David Hinds certified that the agenda had been properly posted per Texas statute.

**B. Citizen Communication:**

1. The Public was invited to address the board. No public comments were heard during this time.

**C. Workshop Discussions:**

**1. Marketing Campaign**

Mr. Darin Kazmir and Ms. Amy Mundy presented. The college has launched a new public awareness/marketing campaign. This is a joint effort between the VC Foundation and the college's marketing department. The purpose is to help service area residents connect community leaders to their involvement with VC. Several members from the VC Board of Trustees, VC Foundation Board, administration and community constituents share their personal experiences attending a community college. "Community college was part of my journey" print, billboard, television and social media ads will run through November 2018. Ms. Mundy and Mr. Kazmir showed a sampling of the advertisements. They expressed their appreciation to area media outlets for their partnerships and generous in-kind contributions to the campaign.

**2. 2018-2019 Operating Budget**

Mr. Blundell presented. He discussed the process for developing the draft 2018-2019 Operating Budget and provided members with supporting documentation.

Members reviewed a reconciliation of proposed budget to the last fiscal year budget with supporting schedules for each category. The draft budget for 2018-2019 is \$33,946,137. This is a 1.57% increase from 2017-2018, which is below the inflation rate of 2.2%. The budget includes an estimate for ad valorem taxes as certified appraised values have not been received from the Tax Assessor. The values are anticipated late July.

Other schedules reviewed included: technology plan budget; tuition and fee analysis; analysis of program costs per semester credit hour; projected fiscal impact of the Separation Incentive Plan; deferred maintenance projects; salary scale adjustments; property tax scenarios; tax rate and tuition and fee histories; proposed tax planning calendar; and financial comparisons of Texas community colleges.

The Finance & Resources Committee will meet August 8<sup>th</sup> to review the certified property values and a revised draft budget. The full board will discuss the budget and any proposed tax rate changes at the regular August meeting.

**3. Workforce & Continuing Education Tuition Change**

Ms. Jennifer Yancey presented two new Workforce and Continuing Education courses that will be offered in the fall. A pharmacy technician and a veterinary assistant course are being developed in partnership with area businesses. As required, course costs are approved by the board. The courses will be presented to the full board for consideration at the August meeting.

**4. Board of Trustees Evaluation Process & Timeline**

Ms. Yancey presented. The Personnel & Policy Committee has developed a self-assessment to assist in an annual board evaluation. This exercise will meet a new requirement of the college's accreditation body (SACSCOC), assess board performance and identify priorities for future board activities. Ms. Yancey will send board members and college administrators (president and direct reports) a link to an anonymous electronic survey. The tabulated results will be reviewed by the Personnel & Policy Committee and then the full board.

There being no further business, the meeting adjourned at 2:55 p.m.

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Bland Proctor, Chair

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John Zacek, Secretary