

**QUINCY COLLEGE  
BOARD OF GOVERNORS**

**MEETING OF DECEMBER 19, 2019**

**Minutes**

The meeting of the Quincy College Board of Governors, was held in the Hart Board Room, 4th Floor, Presidents Place, 1250 Hancock Street, Quincy, Massachusetts, was called to order at 6:00 PM. The member roll was called. The following members of the Board of Governors were present at the call of the member roll: Mr. Paul Barbadoro, Chairman of the Board of Governors; Ms. Mary Jo Brogna; Ms. Eileen Bevivino-Lawton (via phone); Mr. Christopher Carroll; Mr. Joseph Shea, Ms. Barbara Clarke; Ms. Katherine Craven (via phone); Mr. Greg Hanley; Father James Hawker and Dr. Thomas Fitzgerald. Absent at the call of the roll was Ms. Carolyn O'Toole. A quorum was present

Also present were President Daniel Asquino, SVP Jennifer Luddy, SVP Servet Yatin, VP Martin Ahern, Christopher Bell Senior Advisor to the President and Clerk to the Board of Governors, as well as other members of the College community and public.

The pledge of allegiance was recited and a prayer and moment of silence was offered.

Chairman Barbadoro called for the Open Forum portion of the meeting to begin. He invited anyone who wished to come forward and address the Board of Governors to do so. There was no response to Chairman Barbadoro's invitation. Chairman Barbadoro closed the Open Forum segment of the meeting.

Ms. Katherine Craven arrived at 6:05 PM.

A motion was made by Mr. Shea and seconded by Dr. Fitzgerald that the Board of Governors approve the minutes of the November 14, 2019 meeting as presented. The following members of the Board of Governors voted in favor of the motion: Mr. Barbadoro; Ms. Bevivino-Lawton; Ms. Brogna; Mr. Carroll; Ms. Craven; Dr. Fitzgerald; Mr. Hanley; Father Hawker; and Mr. Shea. Ms. Clarke voted present. Nine members voting in the affirmative, the motion was adopted.

Chairman Barbadoro announced a new date for the next full board meeting would be February 6, 2020 which will allow for all the committees to meet in January. He also requested all members touch base with Donna Brugman on any ethics paperwork not already turned into her at this time. Several members are still not in compliance in terms of the paperwork and need to do so as soon as possible.

Chairman Barbadoro then introduced former President Michael Bellotti. He presented him with a plaque and a gift from the Board of Governors for his service to Quincy College.

Several members commented and thanked Mr. Bellotti on his service and some brief discussion ensued.

Chairman Barbadoro requested the Presidents report.

President Asquino wished all a Happy Holiday season and reported he has spent his first month doing research and seeking background on many of the challenges which the college is facing. He has held college wide and individual meetings with staff and faculty to assist him in gaining knowledge regarding college operations and history. He is very pleased with the dedicated faculty and staff who work at the college. He believes the college is a vibrant place and sustainable and with the combined effort of the board, staff, and faculty it will be successful. He thanked President Bellotti for his service and for creating an Executive Team and for his effort in creating the Strategic Plan and managing the college through a difficult time. He stated based on his past experience the NECHE response was an excellent report. No college is perfect but because this board and staff is engaged the opportunities suggested in the report can be realized. He will be meeting with NECHE in April for the final response and expects a positive outcome from the commission. As everyone is aware the main focus will be on finances, and he will be ramping up budget meetings after the holidays.

President Asquino continued with updates on Nursing, his concern on the attrition rate, and finances. He will be pursuing new revenue sources and both on line and in articulation agreements. He announced an impending agreement with SARA on allowing online offerings across state lines and expects it to happen very soon. He thanked SVP Yatin for her work on the process.

President Asquino closed by saying he is in the process of evaluating and instituting different metrics concerning Marketing and had hoped AVP Boyle could present tonight, but was unfortunately sick. He added Governor Hanley had asked for a marketing update in the finance meeting to be sent to full board, and stated one was in the works, and asked SVP Luddy to comment on it.

Ms. Luddy stated in looking at a more data focused marketing strategy we are focusing it on enrollment. The college has linked all of the enrollment processes with marketing to ensure data drives our marketing strategy through increased outreach in high schools and looking at demographics. She also handed out a press release on a report by Georgetown University which ranks Quincy College as one of the highest return on investment (ROI) colleges in New England and several other metrics putting the college in a good light. This is the type of data marketing will use to enhance its strategy going forward.

Chairman Barbadoro said he was happy about the shift in strategy and requested the college identify target audiences, create a good marketing transition plan and identify the most important ways to market the college effectively, for instance television if possible.

There was a brief discussion by members on the subject of marketing.

Ms. Brogna suggested when the Gray Associates consulting report comes out on the college's programs and each of their strengths and weaknesses, the data obtained through this assessment would be very helpful to an updated marketing strategy.

President Asquino agreed and stated Gray Associates will be starting the assessment process very soon. He is hoping for a report back in late winter or early spring but will push them on getting it done as soon as possible because it will help not only in the marketing strategy but most importantly in budgeting and ensuring the college is only offering the very best and most useful programs to students in its service area.

Some brief discussion ensued.

- **Mr. Hanley reiterated his request for an update on marketing through a video presentation prior to the February board meeting.**

President Asquino also added he sees possibility in expanding the college's ability to enroll increased numbers of Quincy and North Quincy High School students as well as other surrounding towns by being more innovative and creating incentives for students who otherwise may go elsewhere.

Chairman Barbadoro asked for the finance committee report.

Ms. Brogna responded she had just had a brief finance meeting prior to this meeting in which many members not on the committee were in attendance so she would not be prolonging her report. She did state the next finance committee meeting in January will be a long meeting and asked anyone planning on attending to be prepared.

- **Ms. Brogna requested for that meeting she would like all finance numbers, revenues, fees etc. to be updated through 12/31/19.**

Ms. Brogna discussion at the meeting will include but not be limited to the following:

- FY21 budget planning
- Deficit discussion and possible solutions
- Nursing attrition update and application update
- Spring enrollment

Brief discussion ensued.

Chairman Barbadoro stated there were no committee reports for personnel and programs, labor, or compliance and asked for a presidential search committee report.

Ms. Craven introduced Dr. Robert Antonucci who will be facilitating the committees search process. She asked Dr. Antonucci to introduce himself.

Dr. Antonucci spoke briefly on his background and his experience in other presidential searches. He stated the presidential search leadership profile is in progress, as is the scope of the position. He understands the accelerated timeline and suggested having a new permanent president in place prior to Dr. Asquino departing would be very helpful to the board and college.

Chairman Barbadoro requested timelines and the process need to be adhered based on NECHE and asked Dr. Antonucci if meeting the deadlines is in fact on time.

Dr. Antonucci responded they were and suggested the group meet as soon as possible after January 1, 2020.

Chairman Barbadoro asked if there was any other matter before the board.

Mr. Hanley reported the process to appoint two new board members was advertised and in process.

Old Business

None

New Business

None

At 7:00 PM Mr. Shea made a motion to adjourn the meeting. There was no discussion on the matter and the meeting was adjourned.