

**MINUTES OF BOARD WORK SESSION  
BOARD OF TRUSTEES  
ST. LOUIS COMMUNITY COLLEGE  
Thursday, October 20, 2016**

A work session of the Board of Trustees of St. Louis Community College was held on Thursday, October 20, 2016 at the Cosand Center, 300 S. Broadway, St. Louis, Missouri, pursuant to notice and in accordance with R.S. MO 610.020 as amended.

Attending the work session were Ms. Joan McGivney, Board Chair; Dr. Doris Graham, Board Vice Chair; Mr. Rodney Gee, Trustee (arrived at 5:17 p.m.); Trustee; Dr. Craig Larson, Trustee, and Mr. Derek Novel, Trustee. Trustees Hattie Jackson and Libby Fitzgerald were absent.

Also present were Dr. Jeff Pittman, Chancellor, Ms. Mary Nelson, Legal Counsel, Mr. Paul Zinck, Vice Chancellor for Business and Finance, and Ms. Becky Garrison, Associate for Board Relations.

The meeting was called to order at 5:12 p.m.

**I. K-12 Partnerships**

Mr. Novel advised the Board that the five largest school districts are the City of St. Louis, Rockwood, Parkway, Hazelwood and Ferguson/Florissant and those districts are fertile ground in which to recruit students.

Mr. Novel then advised that it is very important to include the parents when recruiting students. He suggested recruiting by holding open houses at places of worship, organizing National Honor Society Days on each campus, partnering with public schools by adopting a grade level, getting our brand out there and getting the word out about the A+ program.

Mr. Novel then said the college may want to look into the 21<sup>st</sup> Century Learning Center program, a grant that awards up to \$1.8 million over a five-year period for extended day and summer programming.

Mr. Novel also suggested that the college have a presence at the National College Fair held every October at St. Louis University.

Dr. Pittman reviewed the operational plan for K-12 Initiatives with proposed organizational charts, presented a Dual Credit/Dual Enrollment Early College Taskforce Report and a processes flow chart.

Dr. Pittman shared that St. Louis University has 8,000 dual enrollment students and UMSL has 5,000. He said we currently have approximately 800 with a goal of having 6,000 by 2020.

Dr. Pittman said that most of Mr. Novel's suggestions fall under outreach and branding. He said he will share with Kedra Tolson in Public Information and Marketing and will use Mr. Novel's suggestions to start working on it.

The Board discussed working on the college's image and partnering with companies like Barnes, Emerson and Boeing.

The Board also discussed advertising/recruiting at the Christmas Basketball Tournament at Meramec.

Dr. Pittman will pull together the team for marketing and branding.

## **II. Adjournment**

On motion by Mr. Gee and seconded by Dr. Graham, the Board voted unanimously to adjourn the Work Session at 6:07 p.m.

Respectfully submitted,

Becky Garrison, Secretary  
Board of Trustees