



BOARD OF TRUSTEES
BOARD MEETING MINUTES
August 20, 2025, 12:30 p.m.
Room 2109E – Main Campus 2nd floor

Present: Chair Osborn, Vice Chair Portenga, Secretary Frye, Treasurer Moore, Trustee Crandall, Trustee Scott

Absent: Trustee Cook

I. Chair Osborn called the meeting to order at 12:30 p.m. Trustee Moore moved approval. Second. Vote unanimous; motion carried.

II. Public Agenda – Related Comments

III. **Presentation(s) - Centennial & Brand Update – Kristin Tank, Chief Marketing & Communications Officer**

MCC mascot *Jay* distributed Centennial gifts to each Board member.

Kristin outlined the three Centennial goals: **increase enrollment, engage the community, and raise funds.**

Highlights included:

- The *Reflect* magazine has been released and will soon be widely distributed.
- The Coffee Factory launched a **Centennial Latte**, with \$1 from every August sale benefiting MCC.
- Upcoming Centennial events invite broad participation: wear your Centennial shirt, share Centennial cards, encourage alumni to update their information, post links on social media, and pick up a yard sign to show support.

Kristin also reaffirmed MCC's **Brand Promise**: *to unleash talents, skills, desires, dreams, and futures through distinguished quality and affordability.*

IV. Trustee Moore moved approval of the Consent Agenda. Second. Vote unanimous; motion carried.

A. Minutes

- Board Meeting Minutes for July 16, 2025

B. Budget/Finance

I. Financial Reports

Beth presented the final FY2025 enrollment contact hours, which came in at **108.4% of budget**. Fourth-quarter financial reports will be shared in September.

Millage Restoration Strategy

Three consulting firms submitted proposals outlining costs for a two-phase approach: gauging community support and managing the election campaign. After review, the college selected **Banach, Banach & Cassidy, Inc.** as its full-service partner. Phase one—community survey and outreach reporting—will cost **\$26,000**.

Tentative timelines were discussed. The proposed millage restoration would restore the rate from **2.1295 mills** to the **2.40 mills approved by voters in 1993**. For a home with a taxable value of \$100,000, this equals an increase of **\$27 per year**. If approved, the effort is projected to generate an additional **\$1.7 million annually**. A formal request will be presented to the Board in September.

2. Project(s) at a Glance

C. Required Approvals – *Chair Osborn*

D. Personnel Report

V. Administrative Reports

A. **President's Report – John Selmon**

President Selmon reported that **Faculty Seminar Day sessions** began today. He also read an email from an adult student who shared her appreciation for two MCC instructors and the positive impact they had on her experience.

MCCA Service Awards were presented to:

- Vice Chair Trustee Portenga – 25 years
- Chair Trustee Osborn – 15 years
- Treasurer Trustee Moore – 10 years

Additional updates included:

- The **MiLEAP Office** will continue providing support.
- The **Muskegon Area Promise agreement** and materials from the **statewide workforce discussion** are included in the Board packet.
- **Workforce alignment strategies** include work in Ottawa County with Lakeshore Advantage and conversations with the Small Business Association and Business Leaders for Michigan CEOs about the employment and training needs of small and medium-size businesses in Michigan
- The **Strategic Planning Process** is moving forward, with a focus on **access, completion, and post-college success**, guided by the Aspen Institute's *Community College 3.0 Student Success Domains*. The new college-wide wildly important goal was shared: **To advance**

excellence in outcomes for all MCC students and to prepare them for success after college.

- Representative **Will Snyder** will visit campus on August 29, 2025, to review the **2025 MCCA legislative priorities and tour the campus.**
- The **Enrollment Report** is included in the packet.

The presentation was concluded with a “Welcome” video by President Selmon

B. Student Success Report – *President John Selmon*

1. Enrollment - The **Enrollment Report** is included in the packet. Fall numbers are slightly up currently, approximately +3%.
2. Student Success Completion Agenda

VI. Business Non – Operational

A. Michigan Community College Association Report

Trustees Frye, Scott, and Crandall attended the MCCA Summer Conference.

- Trustees Frye and Scott highlighted the session “*Amplify Our Story,*” emphasizing how personal networking can effectively share MCC’s story with the community. A key quote shared during the session was: “*Everything you want is on the other side of fear.*”
- Dr. Crandall discussed the important role of Boards in advocacy, noting that policy governance provides solutions to challenges facing community colleges.
- It was announced that MCCA will hold a future conference in Muskegon. The MCCA Board of Directors and Presidents’ Meeting will be combined and hosted June 3–6, 2026, in Muskegon.
- A new data set starts with basic wage information and expanding into career and salary data. Trustees emphasized the need to continue strong advocacy for community colleges across Michigan.

B. Foundation Update

VII. Old Business

VIII. New Business

- A. It is the recommendation of the President that the Board of Trustees approve to issue a Request for Proposal for anatomy tables and related equipment/software to be funded by the ADN to BSN grant. Trustee Moore moved approval. Second. Vote unanimous; motion carried.

IX. Board of Trustees Policy Governance – *Chair Osborn*

A. Policy Updates

1. 2.04.2 a & b Agenda Planning
The cycle will start with the Board’s development of its agenda for the next year.
 - a. Consultations with selected groups in the ownership, or other methods of gaining ownership input, will be determined and arranged in the first quarter of the fiscal year

- b. Governance education and education related to Ends determination (presentations by futurists, demographers, advocacy groups, staff, and so on) will be arranged in the first quarter of the fiscal year, to be held during the balance of the year.

Trustee Crandall moved that the Chair appoint a subcommittee consisting of Chair Osborn, Vice Chair Portenga, and Trustee Crandall. Second. Vote unanimous; motion carried.

2. 2.13.3 Cost of Governance

The Board will establish its cost of governance budget for the next fiscal year during the month of April.

Trustee Crandall moved that the Chair appoint a subcommittee consisting of Chair Osborn, Vice Chair Portenga, and Trustee Crandall. Second. Vote unanimous; motion carried.

3. 2.14.1 Meetings

Regular meetings of the Board shall be held on the appointed time and day and place as determined annually in January, and that notice shall be provided in accordance with PA 2679 of 1976 as amended (The Open Meetings Act) and in accordance with Act 331 of 1966 as amended (The Community College Act).

Trustee Crandall moved that the Chair appoint a subcommittee consisting of Chair Osborn, Vice Chair Portenga, and Trustee Crandall. Second. Vote unanimous; motion carried.

4. 2.14.7 Meetings

Minutes of all the proceedings of the Board at the previous meetings shall be prepared by the Secretary and delivered to the members at least 48 hours before the time of the next regular meeting. At the next regular meeting, the Board shall approve the minutes of the previous meetings. Motions shall be carefully recorded. Minutes shall show both the original entry and the corrections. The minutes will include all resolutions, policies, and references to documents on file approved by the Board. The official minutes shall be bound and kept in the administrative offices of the College. Records of the Board shall be available to citizens for inspection at the College in accordance with Act 442 of the Public Act of 1976 as amended (The Michigan Freedom of Information Act) and any other applicable statute.

Trustee Crandall moved that the Chair appoint a subcommittee consisting of Chair Osborn, Vice Chair Portenga, and Trustee Crandall. Second. Vote unanimous; motion carried.

B. Future Agenda Items

C. Ends Policy revision

Trustee Crandall moved that the Chair appoint a subcommittee consisting of Chair Osborn, Vice Chair Portenga, and Trustee Crandall to review the Ends Policy. Second. Vote unanimous; motion carried.

X. Public General Comments

XI. Board Comments/Announcements

- A. Jason Cooper and Ken James were acknowledged for the awards they have received this past year in athletics and community leadership, respectively.
- XII. With no further business the meeting was adjourned at 2:12 p.m. Respectfully submitted by Secretary Nancy Frye.
/ph