

# LEHIGH CARBON COMMUNITY COLLEGE

## Minutes of the Meeting of the Board of Trustees

August 1, 2024

Volume 60

The scheduled regular meeting of the Board of Trustees of Lehigh Carbon Community College was held in a conventional manner with virtual access via a telecommunications device on Thursday, August 1, 2024. Public in-person access was available in the Nevin Earl Remaley Technology Center, Room TC203, on the Schnecksville Campus, PA. Mr. Samuel P DeFrank, Board Chair, convened the meeting at 5:30 p.m.

### Members Present:

Ms. Sharon L. Albert

Mr. Samuel P. DeFrank

Mr. William P. Fonzone, Sr.

Mr. Mathias J. Green, Jr.

Mr. David J. Hein

Dr. Barbara C. Kistler

Mr. Matthew T. Korp

Mr. David L. Krause

Ms. Audrey L. Larvey

Ms. Michele Mazzola

Mr. Kenneth H. Mohr, Jr.

Mrs. Ann L. Thompson

### Staff Present

Ms. Linda Baker, Executive Director of College Relations

Ms. Tracy Bean, Executive Assistant to the President and Board of Trustees

Dr. Ann D. Bieber, President

Dr. Cindy Haney, Vice President for Enrollment Management

Mr. Joshua Mitchell, Chief Information Officer

Ms. Stefanie Nester, Vice President for Finance and Administrative Services

Dr. Melanie Turrano, Professor of English

Ms. Larissa Verta, Vice President for Academic Services and Student Support

### Counsel Present:

Attorney Jerome B. Frank

### Press Present:

None.

### Others Present:

None

### Members of Public Present:

None.

Public Comment –  
Agenda Items

None.

Minutes of Previous  
Meeting  
July 11, 2024

On a motion by Trustee Fonzone, seconded by Trustee Korp, the minutes for the July 11, 2024, LCCC Board of Trustees meeting were approved.

## Treasurer's Report

David Hein, Treasurer, provided the Treasurer's Report as listed below:

Cash Balance 6/1/2024	\$41,733,815.00
Receipts	<u>+6,732,579.00</u>
Total	48,466,394.00
Disbursed	<u>-5,638,526.00</u>
Cash Balance 6/30/2024	<u>\$42,827,868.00</u>

There was one CD renewal at 5.1% for \$2.5 million dollars.

Total revenues are \$46,015,063 or 98% of the budget; Total expenditures are \$42,178,657 or 90% of the budget.

Year-end entries still need to be made to finalize the budget. College administration continues to monitor open positions as we move into the new school year.

## President's Report

Dr. Bieber reported the college is preparing for the new academic year and that she and the Executive Team will be presenting the 'State of the College' to the college community later this month. Trustees will receive it on Monday. Continuous improvement will be the focus of the college this year, reorganizing with consultants for departmental reviews, also policy and procedures to ensure compliance with federal and state guidelines. The Governors Higher Education plan continues to move forward. Updates include – transfer policies need to be in place by Dec. 31<sup>st</sup> at PASSHE institutions; the Governor must appoint the new Board members by Aug. 16 (each institution was required to submit three names) those submitted were Dr. Tuesday Stanley, Dr. Nicholas Neupauer and Dr. Ann Bieber; scholarship questions are being handled by PHEAA; working on Dual Enrollment applications; the new State Board will develop a Statewide Strategic Plan that each institution will track and monitor the metrics of the plan; the State Board will establish a council (a sub-set to the Board) who will recommend a performance based funding model and comprehensive student level data system. Chancellor Greenstein has resigned and the search is on for an interim.

Dr. Bieber reviewed the Enrollment Dashboard for Summer 2; total headcount is up 8.5% from the same time last year and credit hours are up 1.7% from same time last year.

The start of Fall 2024 semester is 4 weeks out and as of Monday. Total headcount is down 4.4% and total credit hours are down 5.2% for same point in time last year. FAFSA applications are down 17% from same time last year and this could be a result of identifying more fraudulent applications. Success Coaches and others are working on outreach.

Personnel,  
Curriculum and  
Government  
Relations  
Committee  
*Presentation:  
Marketing and  
Advertising*

Dr. Kistler welcomed Linda Baker to continue with her presentation, Marketing and Advertising.

Ms. Baker presented a high-level overview of the Marketing and Advertising plan. The CLARUS report aided in developing the plan. Highlights include; identifying the goal of filling the enrollment funnel with leads that translate into new students; identifying specific market segments for increased opportunities, developing elements of marketing strategies, identifying marketing priorities and individual campaign details (online, adults, high school students and parents, degree pathways, and workforce development). The enrollment goal is 689+ additional students in 5 years.

Question – What is Quick Start? – there are six different programs that focus on comprehensive courses and credentials to get entry level positions and can seamlessly move into an associate’s degree.

Is CLARUS report realistic? Some items are easy and can be introduced quickly. Others will require planning and resources.

Are we partnering with employers? – Marketing does not directly work with employers but Workforce does.

The presentation is attached for reference.

Dr. Kistler thanked Trustee Krause for stepping in for her at the last committee meeting. The minutes were self-explanatory and there were no additional comments.

Governmental  
Affairs Update

Trustee Thompson had nothing further to add following Dr. Bieber's updates and the Higher Education Legislation overview that was attached.

Resolution 60.03

Dr. Kistler presented the following resolutions:

Collegiate Award of Distinction - 2024

This resolution to approve the Collegiate Award of Distinction 2024 was approved by a vote of 12 Yea, 0 Nay.

A complete report for this committee can be found in its minutes of July 15, 2024.

Finance and  
Facilities  
Committee

Trustee Mohr reviewed this committee's minutes for July 15, 2024. The committee reviewed the CARES/CRRSA funds, which have been closed out. Also reviewed was the Cash Flow and Revenue and Expenditures reports and the Net Asset, SGA and Auxiliary reports with a discussion surrounding the SGA budget and the athletics program. The Accounts Receivable report was reviewed along with the capital Projects Status update. Quarterly grants, year end training contracts, unemployment compensation and TIAA Cref were reviewed. The Charter of Schedule and Activities was reviewed.

A complete report for this committee can be found in its minutes of July 15, 2024.

Trustee Mohr presented the following resolution for approval:

Resolution 60.02

Approval of Meeting Room & Phone Booths – Rothrock Library

This resolution to approve the Meeting Room & Phone Booths – Rothrock Library was approved by a vote of 12 Yea, 0 Nay.

Negotiations  
Committee

No report.

Joint Coordinating  
Committee

No report.

LCCC Foundation

Dr. Kistler reported that she meets with Rick Christ prior to each Board meeting for updates. The Board is encouraged to purchase raffle tickets for the week-long stay at Pinehurst North Carolina. A link will be sent to the Board for the purchase of tickets.

Participation for the Tony Boyle Golf Outing is strong has grossed \$110K as of now.

Hope and Coffee café hires recovering drug and alcohol addiction and is supported by a new scholarship by Lisa Scheller. Finalize scholarship with Pediatric Cancer Foundation – cancer survivors and grieving siblings of cancer patients, serve as last in scholarship.

Old Business

None.

New Business

None.

Public Comment –  
Non-Agenda  
Announcements

None.

None.

Adjournment

Trustee DeFrank called for a motion to adjourn. The meeting adjourned at 6:13pm.

Respectfully submitted,



Ms. Sharon Albert, Secretary  
Board of Trustees  
Lehigh Carbon Community College

/tlb  
Attachments



# Office of College Relations and Student Life

# Marketing and Advertising

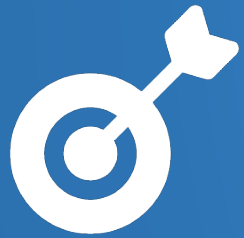
**Board of Trustees Presentation**  
**Aug. 1, 2024**

**Linda Baker**  
*Executive Director of College Relations  
and Student Life*



# Background

- Clarus Consulting recommendations
- Plans in coordination with Marketing, Enrollment, Academics
- Move the enrollment needle immediately
- Target long-term marketing initiatives



## MAIN GOAL:

**Fill the enrollment funnel with quality leads that translate into new students**



# Focus

- Identify market segments that have additional opportunities
- Identify market segments that are not being served but have opportunities for growth





# Service Areas



Online  
campus



Lehigh,  
Carbon,  
Schuylkill  
counties



Highly segmented  
geographic areas  
using service  
area mapping

# Elements of Marketing Strategy

- Digital/online advertising
- Billboards, outdoor advertising (bus wrap)
- Streaming TV (Hulu, YouTube, etc.)
- Social media (paid ads and posts)
- Network/Cable TV
- Print (ads in area newspapers, education guides, etc.)
- Radio
- Direct mail
- Brochures, flyers, postcards
- Email campaign
- Text campaign
- Public relations (news releases, events, etc.)



# Marketing Priorities

- Online
- Adults (ages 22-34 and 35-49)
- High school students and parents
- Programs / degree pathways
- Center for Workforce Development
- Carbon and Schuylkill counties

## Support initiatives

- Competitive marketing materials
- Refreshed webpage content
- Support of departmental and site initiatives



**START**

**HERE**

**GO**

**ANYWHERE**

# Individual Campaign Details

## *Online*

- Pay-per-click digital ad campaign
- Refresh web page
- Email campaign
- Target adults 22-34 years
- Launch campaign August 2024



### **ENROLLMENT GOAL:**

*689+ additional adult students in 5 years*

# Adults

- Ages 22-34 years and 35-49 years
- Campaign launch spring 2025 and impact fall 2025
- Marketing tactics
  - Adult landing page
  - Digital ad campaign
  - Streaming TV/Video
  - Direct mail
- Elements to market
  - Scheduling conducive to adult student
  - Clear completion date
  - Adult friendly and popular program
  - Laddered degrees



**ENROLLMENT GOAL:**

*689+ additional adult students in 5 years*

# High School Students and Parents

- Digital ads using targeted geography
- Intense, short-term campaigns targeting enrollment dates
- Strong presence in area Education Guides (print and online)
- Postcard mailers
- Targeted campaign to applied/not enrolled
- Support Admissions initiatives (events, open houses, info sessions, etc.)



## ENROLLMENT GOAL:

*Increase HS market share to 15% (278 students)*



## Success on your terms.

CHOOSE FROM **more than 90**  
DEGREE AND CERTIFICATE PROGRAMS IN:

**Business**  
**Computer Science and Arts**  
**Education**  
**Healthcare Sciences**  
**Humanities and Social Services**  
**Legal Studies and Social Sciences**  
**Math and Science**  
**Technology**

*Be exceptional.*

 **Lehigh Carbon**  
COMMUNITY COLLEGE

Hispanic-Serving Institution

### FLEXIBLE OPTIONS

LCCC offers two-year associate degrees, certificates and specialized diploma programs, and workforce training. The college also has more than 600 transfer agreements with 67 colleges and universities in Pennsylvania and nationwide.

Classes are offered face-to-face, online and remote. The college encompasses the main campus in Schnecksville as well as sites in Allentown, Tamaqua and the Lehigh Valley International Airport.

### FINANCIAL AID

The college administers federal and state financial aid, including grants that do not have to be repaid, loans and student employment programs. The LCCC Foundation offers scholarships for academic achievement or financial need.

### INTERNSHIPS AND CAREER TRAINING OPPORTUNITIES

The Career Development Center helps students develop career skills to meet their professional goals. Students benefit from partnerships the college develops with employers, as well as career exploration, experiential learning opportunities and job preparation assistance.

In addition, the center helps students secure internship opportunities that allow them to combine classroom study with on-the-job experience.

### EXCITING OPTIONS

In addition to their academic studies, students have the opportunity to develop leadership skills in student government or clubs and organizations. The Honors Scholars Program provides full tuition and fees for students who want a challenging academic experience and plan to pursue a bachelor's degree.

**Summer Sessions**  
start **May 20** and **July 8**

**Fall Classes** start **Aug. 26**

LCCC.edu | 610-799-1575 | Admissions@LCCC.edu

# *Programs / degree pathways*

- Input from Academics and deans
- Career and degree programs with high job prospects
  - Highly popular programs with room for growth
  - Low enrolled programs with strong career opportunities
  - Low enrolled programs but with high retention rate
- Individual digital campaigns for each, with specific audience targeting



## **ENROLLMENT GOAL:**

*Increase enrollment for top 10 high retention programs – 109 students*

*Other goals TBD*

# Center for Workforce Development

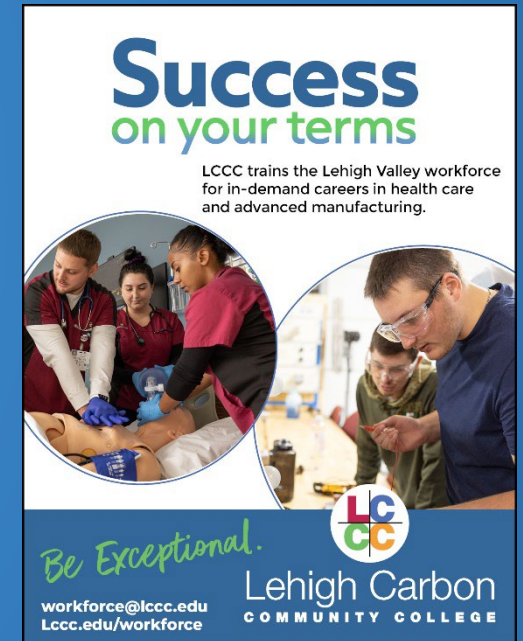
- “Education That Works” launched in spring 2024
- Refocusing budget from mailed schedule to digital and social media ads
- Target program areas (Health Care and Manufacturing) mirror #1 and #2 area industries
- Marketing to employers (LinkedIn and Facebook)
- Marketing to job seekers (Facebook and digital display)
- Reorg of website
- Refresh print materials
- Monthly emailed newsletter



## ENROLLMENT GOAL:

*Increase enrollment in job training programs TBD*

*Increase engagement in employer customized training TBD*





# *Adults and Traditional Students Carbon and Schuylkill Counties*

- Promote apprenticeships
- Market financial aid workshops (low median incomes and potential Pell eligibility)
- ESL programming
- Use data software to target zip codes with digital ads and postcard mailers
- Align marketing with initiatives at Tamaqua site



Questions?

