

### **CALL TO ORDER/ROLL CALL**

Chairman Mark Stephens called the Retreat of the Board of Trustees to order in the Boardroom at 7:08 p.m. The following roll call was taken.

Present: Mr. Luke Casson, Mr. Glover Johnson, Mr. Steven Page, Ms. Donna Peluso, Mrs. Elizabeth Potter, Mr. Mark Stephens, Ms. Diane Viverito.

Absent: Mr. Rich Regan.

### **CITIZEN PARTICIPATION**

None.

### **BOARD SELF-EVALUATION**

Mr. Stephens introduced consultant Mike Monaghan, who helped develop the revised Board Evaluation Policy, to assist the Board in conducting its self-evaluation. He noted that the reason for a revised policy is that the Board of Trustees wanted to have a meaningful discussion rather than just going through the motions of completing a checklist.

The following open discussion proceeded in response to the questions contained in the Board Evaluation Policy.

#### *Community Involvement*

- A. *How involved is the Board in the community?*
- B. *Are there opportunities in the district that the Board could become involved in that would benefit the college?*
- C. *Are there events Board members could speak at that would raise the level of interest in the college?*

Mr. Stephens noted that when he goes out into the community, he talks about Triton College, but he would like to see a formal request from the Administration of the Board regarding community involvement. It was suggested that Administration could provide talking points with consistent messaging to the Board, and that Trustees could be advocates talking about how students and parents can save money and maximize their grant funding by attending Triton. Additional talking points could be about affordability, quality, and student success stories.

Suggestions of people that Trustees could talk to were: high school counselors, parents, non-profits, various organizations, Parent Clubs in every high school in the district, and parents of dual credit students. Vice President of Enrollment Management & Student Affairs Dr. Jodi Koslow Martin stated that she would like to talk to Trustees individually regarding their interests and involvement.

Trustees mentioned that they need to feel free to share with Administrators what they hear from the public, such as issues with transferability, and developmental education courses taking up too much grant money.

Enrollment Strategies

- A. *Is Triton's enrollment plan working?*
- B. *Does the Board have a role in encouraging enrollment?*
- C. *Is the Board confident in Triton's on-going enrollment strategy?*

President Mary-Rita Moore commented that there is an enrollment plan in place, and it is being worked, but it is too early to evaluate. It was clarified that enrollment means anything that is matriculated credit toward some sort of completion goal, hopefully a Triton credential.

It was discussed that retention is the reason that enrollment is down. Students typically say that they don't stay because of financial reasons, but there are multiple reasons. Students need to be helped to understand that taking 15 credits per semester will maximize their grant funding, easing their financial burden.

Academic Advising is being strengthened to increase retention, so that students are mentored throughout their time at Triton. It was noted that Health Career retention rates are higher with those students going through programs as a cohort.

The concepts of welcome and care were discussed as part of the current enrollment strategies. Mr. Stephens stated that it's important for employees to believe that everyone's job is the same thing: making a better outcome for students.

Suggestions for improving enrollment and retention included a Disneyland approach to customer service, current students working at recruitment events, website improvements to show what specific classes a student needs at the push of a button, and employee training so that accurate information is given.

Public Image of Triton

- A. *What does the public think of Triton?*
- B. *Does the Board feel that the College is adequately articulating positive messages?*
- C. *What does the Board think is the most positive message Triton can convey to the district?*

Trustees agreed that they get a lot more positive comments than they ever have. It was discussed that the current commercials are high-quality, sophisticated, and amazing.

For a positive message, "*this is your community college*" was highlighted, along with conveying student success stories.

The Board again discussed the importance of having families on campus so that when it comes time for college, everyone thinks about Triton.

Financial Challenges

- A. *What financial challenges does Triton face this next year?*
- B. *Is the Board confident of an increase in state funding?*

*C. What demands will collective bargaining have on the college?*

As this was discussed in the Regular Board meeting, it was not discussed here.

*Triton's Future*

- A. What does the Board want Triton to look like in five years?'*
- B. What size student population is desirable?*
- C. How large a faculty & staff would facilitate that population?*

Trustees discussed that what they want to see most is the campus full of students, with a population of 20,000 students. The Board would love to hire more full-time faculty and staff, people who care about serving this community.

Mr. Stephens discussed his vision of an alternative school to fight the issue of dropouts in the district. He hopes to tackle funding difficulties and make it a reality to make a difference in the lives of students who need it the most.

Discussion on how to follow up took place, with suggestions of having a report back in the summertime, an ongoing agenda item, more retreat time, and reports back from Board members once they get out into the community.

**ADJOURNMENT**

Motion was made by Mr. Stephens to adjourn the meeting, seconded by Mr. Johnson. Voice vote carried the motion unanimously. Chairman Stephens adjourned the meeting at 7:54 p.m.

Submitted by: Mark R. Stephens  
Board Chairman

Diane Viverito  
Board Secretary

*Susan Page*  
Susan Page, Recording Secretary