

**COCONINO COMMUNITY COLLEGE  
DISTRICT GOVERNING BOARD**

**SPECIAL MEETING**

**JUNE 17, 2019**



**COCONINO COMMUNITY COLLEGE  
MINUTES OF A SPECIAL MEETING – ROUND TABLE DISCUSSION  
OF THE  
DISTRICT GOVERNING BOARD  
JUNE 17, 2019**

A Special Meeting – Round Table Discussion of the Coconino Community College District Governing Board was held in the Board Room at the Lone Tree Campus at 2800 S. Lone Tree Road, Flagstaff, Arizona 86005. Board Chair, Ms. Patricia Garcia, called the meeting to order at 5:15 pm.

**PRESENT:** Patricia Garcia  
Lloyd Hammonds (by conference call)  
Patrick Hurley  
Nat White

**ABSENT:** Marie Peoples

Also Present: Dr. Colleen Smith, CCC President; Ms. Ali Applin, Mr. Keith Becker, Ms. Colleen Carscallen, Mr. Brian Francis, Mr. Brian Harris, Ms. Kay Leum, Dr. Michael Merica, Dr. Gonzalo Perez, Mr. Steve Peru, Mr. Anthony Rivera, Ms. April Sandoval, Mr. Dietrich Sauer, Mr. Bobby Sedillo, Dr. Nate Southerland, Mr. Kurt Stull, Ms. Jami Van Ess, and Ms. Isabella Zagare.

Reports, summaries, background material, and other documents referred to in these minutes can be found in the June 17, 2019 documents file.

Follow Up
• None



**A. ACTION ITEMS**

**Action Item** - Expenditure Limitation Designation – Ms. Jami Van Ess

Arizona Revised Statutes require that the College designate an individual who is authorized to submit the College’s Expenditure Limitation Report. This designation must happen on an annual basis.

Ms. Jami Van Ess recommended that the District Governing Board adopt a motion to appoint herself as the chief fiscal officer designated to submit the College’s Expenditure Limitation Report for 2019.

Mr. Patrick Hurley made a motion to designate Ms. Jami Van Ess as the person authorized to submit the College’s Expenditure Limitation Report for 2019. Mr. Lloyd Hammonds seconded the motion, and it was unanimously approved (Ms. Garcia, Mr. Hurley, Mr. Hammonds, and Dr. White voting in favor.)

**Action Item** – Pinnacle Custodial Services Contract – Ms. Jami Van Ess

On February 7, 2019, the custodial contract with UBM was terminated due to performance issues, and the college entered into a short-term emergency contract with Pinnacle Janitorial.

Mr. Patrick Hurley recused himself from this agenda item due to a conflict of interest and left the room during the discussion on this item.

Ms. Jami Van Ess recommended that the District Governing Board adopt a motion to approve the award of the College's custodial services contract to Pinnacle Janitorial through the utilization of the City of Flagstaff's competitive bid process (RFP No. 2018-69). The contract will be for a period of one year commencing July 1, 2019, with additional annual extensions not to exceed five (5) years. Ms. Van Ess further recommend that the Board authorize the College President to sign the contract.

The board asked questions about the scope of work under this contract.

Dr. Nat White made a motion to award the contract to Pinnacle Janitorial Services. Mr. Lloyd Hammonds seconded the motion, and it was approved with one abstention (Ms. Garcia, Mr. Hammonds, and Dr. White voting in favor; Mr. Hurley abstaining.)

**Action Item** – Evisions Contract – Ms. Jami Van Ess and Mr. Brian Wilson

Evisions provides four products that the College uses in daily business and operations. Some of the uses for these products include the College's data reporting system, formatting of reports and invoices, and paying vendors and employees.

Ms. Jami Van Ess recommended that the District Governing Board adopt a motion to approve a three-year renewal of the contract with Evisions totaling \$129,652 and to authorize the president to sign the contract.

This item has not been brought to the Board in the past because the company operated on an annual contract basis and the annual contract amount was not sufficient to require Board approval. At the company's request, the College is moving to a three-year contract, and the total amount of the contract requires Board approval.

Board members asked questions about the benefits of moving to a three-year model, concerns about the 28% price increase for each year of the contract.

The Board asked that if this contract is renewed in the future, the College provide competitive quotes for these services. Currently, some of the services provided are only provided by this company so the College may not be able to get other quotes.

Mr. Patrick Hurely made a motion to approve the contract and authorize the President to sign it. Dr. Nat White seconded the motion, and it was unanimously approved (Ms. Garcia, Mr. Hurley, Mr. Hammonds, and Dr. White voting in favor.)

## **B. ROUND TABLE DISCUSSION: VISION AND MISSION**

The round table started with an explanation of why the Board has asked to have Round Table Discussions to talk to College staff and gather input. Tonight's discussion is part of the strategic planning process, and the College has been working to gather input from all areas of the community, students, faculty, and staff.

Ms. Patricia Garcia, Board Chair, started the discussion with the following question based on the responses received to a survey completed by employees relating to what the College's principles and values should be. Copies of the survey are available in the June 17, 2019 documents file.

### **What comments/ideas mentioned the most by employees stood out to you?**

Responses to this topic included the following items:

- Employees mentioned students the most in their responses.
- Faculty often talk about who we are at the College and what the roadmap for the College is. An example of this discussion is are we a junior college, transfer institution, focused on STEM, etc.
- The charge of the College is to serve the entire county, and it is challenging to serve such a large county.
- Is the College meeting the community's needs? Are there ways we can improve in this area?
- How staff, faculty, and administration talk about and use the mission and vision statements.
- The Board consistently hears that the College is such a great organization, is doing so much but there is a question of why the College can't get support overall as evidenced by the losses at the ballot. There is a lot of support for community colleges in general, and many people have had a great community college experience, but how do we transfer that experience to support for the College?
- Ms. Patricia Garcia shared her experience with a community member that demonstrated the impact the College has on people in the community. The person stated that we were a true community college.
- The entire county pays property taxes, and we have been trying to talk to all communities and find out what they would like to see from the College. The College and Board know that budget-wise, the College can't be all things to all people, but how can we be the best we can within our budgetary limitations?
- The College is providing the Board as much input as possible so the Board can determine our mission and vision. Once the mission and vision are established, the College works to determine what we do to meet those items.
- There is an opportunity to redefine what the College is within the pathways project which allows students to be intentional about the courses they complete and the degrees, certificates, etc. they pursue. There are also many opportunities to promote programs outside of CCC2NAU, such as the high school to CCC programs.

- The group discussed some of the feedback the College has heard from high school counselors and parents. High school counselors have suggested that the College needs to help high school students understand which classes would transfer to the College.
- Sometimes we lose the part of the College's mission to provide career and technical education training instead of just the CCC2NAU program. We need to help make sure that students know they can also come here to find a career, re-career, etc.
- It is up to every single staff and faculty member to know what the vision and mission is (therefore the brand of the College) and communicate that to the community.
- There is a need to recognize that there are different needs for branding and how we approach different communities rather than just a generic, one size fits all message. Somehow our message needs not to be uniform and generic but should try and include as many people as possible.
- The whole direction the College is taking is one of inclusiveness and reaches out to all communities in the county for their input on what they need from the College. We are the only community college in this area, so if there is a need from the community, we need to try and provide that training.
- One of the reasons why the College focuses on the simplicity of the message is because there are three basic areas where the College can help. Much of the feedback from the community is that they don't even know what the College does. People can understand CCC2WORK, CCC2UNIVERSITY, and CCC2COMMUNITY messages.
- Dr. Smith talked about the funding sources for the College and how they can be allocated and used. Through some hard work with the legislature, the College received a one-time allocation for career and technical education. We are working to make this one-time money to as far as possible and provide as many programs and services as possible.
- The Board asked why individual staff members work for the College. Staff members expressed a passion to support the community and help someone have a better life. Other ideas expressed were helping people, enriching their lives, and empowering people to reach goals. There are also a lot of alumni who work at the College who want to give other people the opportunities they got here, including a path to a better life that is affordable.

The group discussed possible mission statements and verbiage for that statement.

- The word help seems to resonate more than providing an education.
- What is the greater good to the communities in our County of having a strong, vibrant community college?
- Majority of people want to know practical, tangible things people can get from this community college. What's the return on my investment in paying for the College?
- If we want our internal employees to feel the vision and mission, it needs to be shorter. Employees need to have a simple, powerful statement they can easily remember.
- It's time the College stopped talking about how poor we are and instead start talking about all the stuff we do because it's fantastic.

Dr. Smith read several comments from the Community Engagement Listening Tour summary – both positive and negative comments. She also read the most mentioned programs and unique ideas from the report. See the June 17, 2019, documents file for the report. The discussion on these points included the following topics.

- All of this is information but needs to be looked at with a broad brush rather than driving us in one direction or another.
- The College has a marketing tag line of CCC2Univerisity but people still overwhelmingly use CCC2NAU.
- Has the College gotten too self-conscious because of the three override losses? The general reason these efforts failed was that the College isn't able to communicate the College's message in a one on one manner.
- The College shouldn't get lost in finding what the community needs but instead, focus on what we do best right now and build on that.
- All of this information should be preserved for the Higher Learning Commission to document the process used to solicit input for the process of reviewing the mission and vision and developing our strategic plan.
- This is the first step in the strategic planning process. Additional steps will include more detailed ways the College will work to meet the mission and vision.
- Dr. Smith has been in the community and been approached by many people who want to help in future efforts. Several people have mentioned the need to get employees and students out there to share the message.
- People seem to want to talk one on one with students, faculty, and staff to understand why the College needs additional funding.
- Instead of just asking for money, the College can ask for volunteer time and have people serve as CCC ambassadors.
- In listening to the diversity of perspectives in tonight's discussion, it shows Mr. Hammonds that CCC is a very dynamic, vibrant institution and more so today than several years ago. You could have this conversation at hundreds of community colleges across the country, and they would be talking about the same things we are.
- One of the most encouraging things to Mr. Hammonds is the one-time money from the legislature, and he thanked Dr. Smith for her efforts in gaining this funding. He is encouraged and optimistic that this funding is going to feed on itself, allow us to serve communities, and help the College get funding from the state and voters.
- We are always talking about getting the community to invest in us. We need to think about how we are going to invest in the community. This person advocated free classes that get people here to see the College and see what we do for the community.
- Also, consider a promise program. There are fundraising efforts focused on providing the first class after high school graduation at no cost as a recruitment tool.
- The College should consider connections with community partners like the Literacy Center for ESL offerings.
- Volunteer and alumni involvement will provide a bigger group of people to help with these kinds of offerings.

- A lot more members of the community are coming to the College for different events and meetings. Lunar Legacy, ED Talks, and other events help people feel more comfortable coming to campus.

ADJOURNMENT: Mr. Patrick Hurley made a motion to adjourn the meeting at 7:05 pm. The motion was seconded by Mr. Lloyd Hammonds and unanimously approved (Ms. Garcia, Mr. Hurley, Mr. Hammonds, and Dr. White voting in favor.)

**MINUTES PREPARED BY:**

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Ms. April Sandoval  
Board Recorder

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Ms. Patricia Garcia  
Board Chair