



**RC-2020, INC.  
FALL 2018 BUSINESS MEETING  
OCTOBER 20<sup>TH</sup>, 2018  
OKLAHOMA CITY COMMUNITY COLLEGE  
MINUTES**

**CEOs Attending:**

Brian King, Marie-Therese McGivern, Jerry Steward.

**WELCOME, CONFLICTS OF INTEREST**

MT McGivern called the meeting to order at 9.30am.

MT noted the apologies received to this meeting. MT noted the recently announced retirement of Dr. Perez and on behalf of RC-2020 extended her very best wishes for the next exciting chapters in his journey.

MT McGivern welcomed members to the meeting and reflected on the shared learning and collegiality that members had experienced. She expressed her gratitude to RC-2020 friends and colleagues for the generosity with which knowledge was exchanged and commented on the remarkable experience and wisdom of members.

Members reflected on the impactful presentations: OKCC's Legacy Project, The Chickasaw Cultural Center Presentation and the Roundtable Discussion itself at which Drs Goodson and Generals shared practices in Tulsa and Philadelphia.

MT McGivern formally thanked Dr. Steward and his team at the Oklahoma City Community College for the insightful program and the thoughtful welcome which each member had received.

**AGENDA ITEM 1: MINUTES OF THE RC-2020 SPRING 2018 MEETING**

[Minutes](#)

MT McGivern referred to the minutes of the Spring 2018 meeting and asked if they were an accurate record of the meeting.

**ACTION:** A motion was made by Brian King, and seconded by Jerry Steward, to approve the Spring 2018 meeting minutes. Motion approved.

## **AGENDA ITEM 2: TREASURER'S REPORT – GILLIAN MAGEE**

In Dr. Morton's absence Gillian presented the 2018 financial report and draft budget for 2019.

<<Financial Report>>

Budget highlights included:

1. Financial position remains positive with \$338,779.47 in deposit accounts.
2. Revenue target for 2018 was \$128,000. This has been reforecast down to \$100,000
  - Membership target for full year was \$88, 0000. This was based on renewals from 22 existing members.
  - As at Quarter 3, 20 existing members have renewed - \$80,000. Resignations have been received from 2 members (Salt Lake City Community College and North East Scotland Community College).
  - Sponsorship target for 2018 was \$40,000. \$20,000 was generated for Quarter 1. As stated in the Spring meeting, we would endeavour to increase income from Sponsorship of the Fall meeting in Oklahoma: this was dependent on strong attendance at the meeting. As attendance was low, it was decided that the best policy was not to approach potential sponsors but to build on these relationships for future meetings when we could ensure a positive return on investment for sponsors.
3. Operational expenses were budgeted at \$128,000. This has been reforecast down to \$98,000.
4. Delivering within this budget will realise a full year surplus of \$2,000 (vs the Quarter 1 forecast of a full year deficit of \$5,500).

### **ACTION:**

A motion was made by MT McGivern to note the 2018 Budget report. So noted.

The ED tabled the draft budget for 2019. Highlights included:

[Budget](#)

1. Recommending a budget that would generate \$7,000 surplus.
2. The budget is based on retaining all 20 existing members.
3. Generating \$30,000 from sponsorship revenues.

**ACTION:** A motion was made by Brian King, and seconded by Jerry Steward, to approve the 2019 budget. Motion approved.

### AGENDA ITEM 3: MEMBERSHIP REPORT

[Membership Report](#)

Dr. King summarized the written membership report noting the number of current College and Emeriti members. Member dues for the full year were budgeted at \$88,000 and forecast down to \$80,000.

Dr. King discussed the leadership changes that have taken place at several influential colleges including Alamo Community Colleges District, Borough of Manhattan Community College and Florida State College at Jacksonville.

Dr. King tabled a motion to approve Emeritus membership status to Drs Bioteau, Leslie, and Perez. MT McGivern seconded the motion. So approved.

**ACTION:** Executive Director to write to Drs Bioteau, Leslie and Perez informing them of the decision.

Dr. King committed to reach out to the new leadership at these Colleges with a view to welcoming them onboard, he further updated on conversations that had taken place with Bronx Community College and Westchester Community College. Dr. King has engaged with both and work is ongoing to cultivate the relationships. Furthermore, Dr. King plans to reengage with Los Angeles Community College to explore membership.

**ACTION:** Dr. King to continue to engage with Alamo, Borough of Manhattan CC, Bronx CC, Los Angeles CC and Westchester CC to explore membership opportunities.

Members discussed a social event that they previously hosted at the AACC annual conference. This event was hosted to raise awareness of RC-2020 and was a good recruitment platform. Members suggested testing this approach again in 2019.

**ACTION:** Executive Director to reach out to Janet Beauchamp to understand the format and benefits of the previous approach and to investigate the potential for 2019.

During the Spring 2018 meeting, members discussed the need to reinvigorate the RC-2020 brand. Members were keen to explore a rebrand that better reflected 'who we are and what we do'. The Executive Director had commissioned some brand positioning concepts and presented these to Members. <<Presentation>>

The proposal included:

1. A new name that reflected the leadership role of members and included reference to RC-2020.
2. A colour palette that reflected the gravitas of this elite network.

A lively discussion ensued and members invited the ED to:

1. Consider name options including:
  - Community College Leadership Trust
  - Community College Trust
  - Global Community College Trust
2. Consider straplines including:
  - Global 21<sup>st</sup> Century Leadership
  - Global Leadership for the 21<sup>st</sup> Century
  - Leadership for the 21<sup>st</sup> Century
3. Consider revising the colour palette to include some warmer tones while keeping those colours that reflect the gravitas of the membership.

**ACTION:** ED to consider brand observations and develop further options for consideration at the Spring meeting with a view to launching at the AACC reception.

MT McGivern reflected on her RC-2020 Presidency and the fact that she would be passing the baton to Dr. Shannon from January 1<sup>st</sup>.

**ACTION:** In absentia, Anne Sado nominated Dr. Brian King as Vice President, Dr. Steward seconded. So approved.

**ACTION:** MT McGivern nominated Dr. Jerry Steward as Membership Chair, Dr. Brian King seconded. So approved.

MT McGivern, on behalf of the membership extended her thanks to Dr. King for his report and offered thanks to members for their commitment to developing membership plans.

### **SPRING 2019 MEETING, DALLAS**

Dallas Community College District to host the Spring 2019 meeting.

### **ANY OTHER BUSINESS:**

1. Thanks and Recognition

Gillian Magee asked for formal thanks and appreciation to be noted for the hard work and creativity of Dr. Donald Hackler and the team at Oklahoma City Community College in planning and executing the Fall 2018 Meeting.

## 2. Future Meetings

- The Spring 2019 Meeting will be hosted by Dallas Community College. March 6-10, 2019.
- The Fall 2019 Meeting will be hosted by Chaffey Community College. October 2-6, 2019

### **ADJOURNMENT:**

The meeting adjourned at 11.30am.