

Marketing Committee Report

RE: College of St. Joseph

Date: October 10, 2018

Chair: Christopher Etori

Other committee members present: Alderman Whitcomb

Other Aldermen present: President Davis, Aldermen Clifford, Gillam

Others present: Jennifer Scott, President of CSJ; Gordon Dritschilo, Rutland Herald

The meeting convened at 5:30 pm. The issue was referred to the marketing committee by Alderman Notte earlier in the year when CSJ was publicly discussing the concern about its future. While the city can't market any particular college, the committee was interested in hearing from the new president on the current state of the college and new developments.

Jennifer Scott, president of CSJ, first discussed the unique Provider Program which provides service learning opportunities to students through serving the Rutland community. Students contribute thousands of hours to dozens of non-profit organizations each semester. A video showcasing the student experience of the Provider Program can be found on csj.edu/donate. The president then discussed the college's renewed focus on its roots – service and teaching – to help strengthen the foundation of the college's role in the competitive higher education arena. She also outlined how the college has modified its financial structure to live within its means. This included reducing expenditures by approximately \$500K and also creating a budget that allows the college to be sustainable at 125 full-time students. With 126 full-time students this year, the college is on par with its budget.

President Scott also discussed the importance of increased enrollment. Strategies focusing on access and affordability will contribute to additional students. These include developing multiple entrance points for new students, and the Degree in Three, where students can get a bachelor's degree in three years.

Board President Davis discussed the importance of the role CSJ has played in the community and how the service learning component of the Provider Program encourages CSJ students to develop roots in the community and stay here after graduation. Alderman Whitcomb mentioned his current pursuit of an MBA at CSJ and asked about the role CSJ has in workforce development. President Scott replied that as CSJ embarks on a strategic planning initiative the college expects to be a part of future workforce development. She also mentioned the work the CSJ Traumatology Institute is doing and how it might serve the current workforce need of becoming trauma-informed and delivering trauma-responsive services. Alderman Clifford asked what the city can do for CSJ, to which President Scott replied that she would hope we could help tell the CSJ story and engage with the college and its campus. She also mentioned that their facilities are available for events and meetings. She also invited the city to help CSJ by writing a letter to the regional accrediting body NECHE (formerly NEASC) to describe the importance of CSJ to the community. The chair said he would follow up with the mayor.

The meeting concluded at 6:25 pm, and this report was for information only.

Respectfully submitted,



Christopher Etori, Chair

Henry H

From: Melinda Humphrey <melindahumphrey@comcast.net>
Sent: Thursday, October 11, 2018 11:15 AM
To: mewhitcomb@rrmc.org; Henry H
Subject: CED minutes for Monday 10/15 board meeting
Attachments: Formatted 2014 RRA Agreement for Services - Draft 6-10-14.docx.doc; 2018 RRA Agreement for Services, Draft 10-2-18.pdf

Matt, please read these out at the BOA meeting on Monday in my absence. Thanks

Community and Economic Development Committee met on Tuesday October 9 at 5:30, convening at 6:35. The meeting was chaired by Melinda Humphrey. Other committee members in attendance were Matthew Whitcomb and Lisa Ryan. Also attending were Brennan Duffy and David Cooper of the RRA and it's board, Mayor Allaire, Sharon Davis, Chris Etori and Bill Gillam. The agenda item was the RRA contract.

Mayor Allaire and Brennan Duffy presented and summarized changes in the attached proposed RRA contract to replace the current contract which concludes on June 30, 2019. The new contract is substantially similar to the previous, with additions of text to describe how the RRA has evolved and is expected to evolve to include collaborations with DRP, Building and Zoning Department and the Rutland Regional Marketing Plan. The proposed is a five year term with a three year look back.

The contract has for several years provided compensation at \$180,000. The proposed includes an additional 4% per year beginning with the 2019-20 (FY2020) contract year for the duration of the contract with the FY 2024 amount equaling \$218,998. This increase is intended to represent increases in salary, similar to city employees, and health care costs.

This budget year, Brennan is expecting a small operating deficit and this increase would allow an estimated +\$2,000 margin. He highlighted that over the years, the RRA has been able to use \$193,000 cash and in-kind donations to leverage \$4.5M in projects for the city. The cash was from capital project funds derived from initial RRA funding, Maples revolving loan payout and occasional budget surplus.

Alderman Etori prompted discussion including concern over whether the contract should be more specific regarding collaboration of the RRA with other city organizations, including keeping downtown commercial space full with the DRP and developing workforce housing options alongside the Rutland Regional Marketing Plan, also asking if workforce development also belonged in the RRA's purview, paired with job development. Lastly, Alderman Etori asked if the RRA would benefit from future part time help- could the RRA turn an additional \$20k in funding into \$1M in grants, for example? Brennan Duffy offered that the office workload is manageable now and with projects in

Northwest neighborhood winding down, they'll have even more room to continue grant writing efforts for new revenues.

ALDERMAN WHITCOMB MOVED to recommend the full Board authorize the Mayor to sign the RRA contract as proposed, with the addition of the following language (or similar to be provided to the Board at the full meeting) to section 1.b) 2)...", including ongoing collaboration with the Downtown Rutland Partnership."

MOTION PASSED 3-0