



## **APPROVED**

### **Salem State University Assistance Corporation Board of Directors Meeting Minutes November 16, 2016**

**Present:** Gordon Hall, Patricia Meservey, Patrick Delulis, Claude Lancome, Helen Corbett, Rinus Oosthoek, Mike Wheeler and Joy Snell. **Absent:** Kim Driscoll and Tom Daniel. **Guests:** Laura Swanson, Terry Brancato, Beth Haran and John Keenan, SSU Vice President of Administration and General Counsel.

The meeting was called to order by Board Chairman Gordon Hall at 8:03am.

#### **Meeting Minutes:**

A motion was made by Joy Snell and seconded by Patrick Delulis to approve the Board Meeting minutes of September 12, 2016. All in favor, none opposed.

#### **Financials**

Swanson reported the financials continue to be in good shape. The rental income continues to be strong and above budget because of the 98% occupancy rate. Overall, the expenses are either within or below budget. She also reported there have been no significant building repairs to date. Swanson reported they will conduct a mid-year review of the budget at the end of December to see if any adjustments need to be made for the remaining six months. Swanson stated that the only expected change in the Income Category would be in the Grant Income section because we were unable to go forward with a grant that relied on an SBDC partnership. Swanson reminded the Board that the new SBDC Regional Director had recently started and there is not enough time to meet all the requirements of the grant.

#### **Chairman's Report**

Chairman Hall presented the 2017 SSUAC Board Meeting Schedule. Chairman Hall distributed a letter that was sent to President Meservey from the Auditor of the Commonwealth stating they would be conducting an audit of Salem State University and Salem State University Assistance Corporation. Chairman Hall recommended an audit committee be formed. Members of the Audit Committee include board members Gordon Hall, Mike Wheeler and Patrick Deluilis. John Keenan stated would be the representative interfacing with the auditor on behalf of SSU and would be the point of contact for information requests pertaining to SSU and SSUAC.

#### **Salem State University Update**

President Meservey reported there was strong fall enrollment period. She also reported that the students have been unsettled by the election results and the University has been reaching out to their students and hosting brave space conversations.

### **Executive Director Report**

Swanson acknowledged the passing of Christine Sullivan and the impact it had on the Enterprise Center community. Swanson informed the Board that a memorial service was scheduled for Christine Sullivan on January 7, 2017 at the Hawthorne Hotel.

Swanson introduced Terry Brancato as the newly hired Administrative Coordinator. Swanson reported that Leslie Scales had been hired as the new Regional Director for the Small Business Development Center (SBDC). She stated that there was an initial meeting with her to discuss ways to best continue the EC and SBDC collaboration and identify opportunities for the two organizations to work together in 2017. Swanson stated that they have been active and identifying ways to support and promote Enterprise Center tenants. She informed the Board that they nominated an EC tenant for a Boston Business Journal award.

Swanson reported that a “Welcome to the Enterprise Center Packet” was created for first-time attendees to the Enterprise Center. This package includes information about all the business resources housed in the Enterprise Center building and the services offered. It is given to new workshop attendees. She also stated that they have applied that same intake process to any business owner contacting the Enterprise Center looking for assistance. Instead of providing them just with the necessary information. Swanson reported that EC staff are conducting in-person meetings or telephone calls to understand better the needs of the business owner in order to better serve them.

Swanson reported the turnout for the Internship Fair held at the Enterprise Center was very high and well received. The Internship Fair included representatives from Endicott College, Gordon College, Merrimack College, Montserrat College of Art, North Shore Community College and Salem State University in attendance. Goal of the Fair is to create an efficient opportunity for business owners to learn about what’s involved in sponsoring interns and/or expand their outreach with other area institutions and was co-sponsored with the North Shore Chamber of Commerce.

Swanson reported that progress continues to be made in working with the members of the North Shore Technology Council, North Shore InnoVentures, North Shore Workforce Investment Board in creating a North Shore Technology Coalition. The purpose of the Coalition is to identify resources located on the North Shore to support technology companies. She stated the goal of the working committee is come up with a program schedule for 2017.

Swanson stated the Million Dollar Women Symposium held on November 3<sup>rd</sup> was very successful and approximately 120 people were in attendance. She reported that four out of the five speakers were business owners from the North Shore.

Swanson reported they are finalizing the 2017 Winter Program schedule. The two new program series that started this Fall – “Start-Up Tuesdays” and “Know Your Numbers” -- have been very well received and will be offered again in 2017. She reported the expected Winter Program schedule would include HR webinars, social media and marketing topics.

Swanson reported that ten new business owners signed up to join a CEO Group and that a new Million Dollar CEO Group would be starting in November. Swanson reported that the Established and

Solopreneur CEO Groups had openings and several new participants had been added to those groups. Swanson stated the EC be hosting a CEO Group Members Only breakfast in November and the education topic would be on growing an existing business.

Swanson reported that EC marketing efforts have focused on electronic and direct mailings to Salem, Beverly, Peabody, Cape Ann, Lynn, Newburyport and North Shore Chamber of Commerce members. The goal of this outreach is to introduce the Enterprise Center to new businesses who may not be familiar with the services we offer, to increase our database through program registrations and to engage those businesses who may have felt they have outgrown the Enterprise Center.

Swanson reported that the Alliance received a REDO Grant in the amount of \$30,000. She reported that the final Fall Policymakers Series speakers would be Labor and Workforce Development Secretary Ronald Walker on November 30<sup>th</sup> and Tom Glynn from Massport on December 15<sup>th</sup>. Swanson reported that the Alliance, in partnership with the North Shore Workforce Investment Board, continue to conduct interviews and solicit survey responses. The final report is expected to be release in late Spring of 2017.

Swanson reported that the 2017 focus for SSU Professional Education is going to be in three very specific programming areas - On-line or In-person Certificate Programs; Professional Licensure & Continuing Education Courses and Talent Development Programs. Swanson stated the expected programs to be offered in January to include the RMA online program, Grant Writing course and GIS for Planners. There will be an Allied Health Paramedics Continuing Education courses. In addition, talent development programs will be offered in the areas of Leadership Skills, Managing Conflict, Organization Communication and Time Management. These courses can be taken as a complete set and a certificate will be issued upon completion of all courses or can be taken individually.

Swanson reported that the Enterprise Center is continuing to work with SSU's Center for Entrepreneurial Activity Committee as well as the President's Faculty Advisory Committee to the Enterprise Center to make students are aware of the student co-working space. Swanson stated that classes from the Business School have toured the Enterprise Center. She stated that she was contacted by Montserrat College of Art and asked to make a presentation to a group of Junior and Senior students about networking. Assistant Director Noreen Hazelton participated in the presentation and there were approximately 20 students in attendance.

Presentation of the North Campus Precinct Study was made by John Keenan. He presented the Board with an overview of the activity and changes that they are anticipating on North Campus.

#### Executive Session

Chairman Hall asked for a motion to go into Executive Session to discuss a real estate and personnel matter. Hall stated that there were no additional matters to come before the Board after the Executive Session. A motion was made by Mike Wheeler and seconded by Helen Corbett to end the regular meeting and move into Executive Session at 8:54 am. All in favor, none opposed. The Board completed its discussion and voted to come out of Executive Session at 9:15am.

A motion to adjourn was made by President Meservey and seconded by Helen Corbett. All in favor, none opposed. The Board Meeting adjourned at 9:15am.