



INTELECOM
BOARD OF DIRECTORS MEETING

January 22, 2016
9:05 A.M. - 11:00 A.M.

INTELECOM
150 E. Colorado Boulevard, Suite 300
Pasadena, CA 91105

To join remotely:
PC, Mac, iOS, Android: <https://cccconfernow.zoom.us/j/3894769063>
Phone: (646) 558 8656 or (408) 638 0968 ♦ Meeting ID: 389 476 9063

AGENDA

- I. CALL TO ORDER
- II. ROLL CALL
- III. MINUTES

ACTION

- A. INTELECOM Board of Directors Meeting: November 5, 2015 Attachment A
Recommended Action: Approve November 5, 2015 meeting minutes.

IV. GENERAL BUSINESS

ACTION

- A. Nomination and Election for Chair and Vice Chair for CY 2016
Recommended Action: Nominate and elect a Chair and Vice Chair of the Board for the 2016 calendar year.

- B. Annual Responsibility: Conflict of Interest Statement Attachment B

V. REPORTS

A. CEO

- 1. Updates
 - a. Grant Proposals
 - b. Advisory Groups: Community Services, Student Veterans
 - c. Business Plan: Medical Billing and Coding Handout
 - d. Syracuse University
 - e. CEO Contract Handout

B. Administration and Finance

- 1. Financial Reports: December 31, 2015 Attachment C

C. Marketing Report Attachment D

- D. Production Report Attachment E

VI. OTHER

VII. PUBLIC COMMENT

VIII. ADJOURNMENT

**MEETING OF THE BOARD OF DIRECTORS OF
INTELECOM Intelligent Telecommunications**

January 22, 2016
9:05 a.m. - 11:00 a.m.
INTELECOM

MINUTES

I. Call to Order

In the absence of a Chair, Vice Chair Lori Bennett called the meeting to order at 9:20 a.m.

II. Roll Calloard of Directors

Lori Bennett

Erika Endrijonas

Cherylee Kushida (phone)

Erica LeBlanc (phone)

John Makevich

Jean Shankweiler

Board Member Joe Moreau was absent. INTELECOM employees Allen Dooley and Meg Cundiff were present.

III. Minutes

A. Board of Directors Meeting Minutes: November 5, 2015

M/S/P Endrijonas/Shankweiler to accept and approve the November 5, 2015 meeting minutes as submitted.

IV. General Business

A. Nomination and Election for Chair and Vice Chair for CY 2016

Lori Bennett called for nominations for Chair; John Makevich nominated Erika Endrijonas. **M/S/P Makevich/Shankweiler** to unanimously elect Erika Endrijonas as Chair for 2016. Erika assumed chairship and called for nominations for Vice Chair. Jean nominated Lori Bennett. **M/S/P Shankweiler/Makevich** to unanimously elect Lori Bennett as Vice Chair for 2016.

B. Annual Responsibility: Conflict of Interest Statement

Erika Endrijonas asked the Board to review the conflict of interest policy (Attachment B), and sign and return the attached statement to Meg Cundiff. Meg confirmed that there has been no change to the policy; it stands as is from last year and is simply an annual responsibility item.

V. Reports

A. CEO

Grant Updates. Allen Dooley provided an update on the three areas in which grant funding will be sought this Spring: 1) Community Services/Fee Based Courses - for Medical Billing and Coding content development (applying for Walmart, Bank of America workforce development funds); 2) General Operations - for internal technology upgrades (applying to Parsons); and 3) a Student Veterans initiative. Regarding #1 above, Erika said that Wells Fargo also funds workforce development projects.

Student Veterans Initiative. Allen elaborated on the student veterans initiative, stating that INTELECOM's needs assessment process has led to an expressed need by Citrus College for a mobile app for student veterans. Subsequently, Allen and Cameron Cox's attendance at the SVA (Student

Veterans of America) conference led to their discovery of an app developed recently by Syracuse University. Exploratory conversations are in progress about a partnership for app customization for the California community colleges.

Allen is following up on additional student veteran-focused leads that stemmed from Erika's recent referral to Ken Phillips at the Valley Economic Alliance. Commonly expressed needs are for training content in internship readiness and transition to careers. Erika mentioned that the Valley Economic Development Corporation may be offering small business grants; she will email Allen contact information. Erika also suggested that Allen contact Rick Brossman, LAVC's Program Director of Service Learning, to discuss their partnership with actor Kevin Dobson's community theatre.

John Makevich asked for a definition of the larger vision for the student veterans initiative. Allen explained that the plan is to develop a product and pilot it locally (for instance, at the five colleges represented on our advisory group) and then scale it out to 113 CA CCs and beyond. Allen described the concept of a suite of products/services that would fall under the umbrella term BRAVE - Bringing Resources and Assistance to Veterans in Education. The Board encouraged this umbrella approach and would appreciate a diagram of the vision. They also emphasized the need for resources to be useful for students beyond post-graduation. John suggested that Troy Markowitz with Portfolium might be a resource for the latter; he is working with the Foundation to provide e-portfolio services to colleges. John worked with Troy while at OEI and will provide Allen an introduction. Lori has two contacts to refer in the veterans arena - a former Moorpark counselor and the Ventura County veterans resource organization; she will provide contact information.

Allen stated that he plans to visit David Lawrence, in charge of student veterans affairs at the state chancellor's office. Erika encouraged Intelcom to explore the concept of working with the OEI to integrate Intelcom's repository content into its Canvas interface. Erika offered to reach out to LeBaron Woodyard and Pam Walker to advance this idea, and John will also discuss it with Jory Hadsell of the OEI. Allen emphasized that INTELECOM must sustain the repository as opposed to providing it at no cost. The group generally agreed that, in another 18 months, OEI services may shift from free to a package payment through a consortium structure. John emphasized the advantage to INTELECOM to "get on the boat" now so it can be built into this package of offerings. Further, he speculated on the idea of the Southern California Consortium serving as a statewide consortium agent after the OEI is completed.

Business Plan: Medical Billing and Coding. Allen explained that the Medical Billing and Coding business plan, provided earlier this week, is in direct response to Tom Fallo's request. INTELECOM will be presenting at the February ACCE (Association for Community and Continuing Education) conference, as will El Camino community services director Betty Sedor and faculty expert Jo Moore. Initially, grant funding will be sought for just the first two courses (Medical Terminology I and II) in the seven-course series, due to their applicability across different curricula. Reducing the project scope will enhance likelihood of funding and also shorten the project timeframe. The end product will take the form of an "online digital interactive textbook" which will be made available at about 50% of current textbooks. Cherylee encouraged INTELECOM to obtain student surveys and testimonials on actual use of the product; Allen thinks we may be able to use the two chapter pilot units with Jo Moore's class. Erika suggested that a VESL version of this product be developed and marketed to vocational ESL; the Hispanic population is a key element of the Student Equity Plan.

INTELECOM Business Plan. Lori inquired as to whether INTELECOM is considering development of content related to the ed plan, counseling, or orientation? Student success monies need to be spent and applied to these areas. Lori would like the Board to have an overall three-five year business plan for Intelcom, addressing the various initiatives and including marketing plans and revenue projections.

CEO Contract. Per a requirement of his employment contract, Allen informed the Board that the contract will expire in 6 months.

B. Administration and Finance

Peter Grant joined the meeting to review the December financials (Attachment C). He pointed out that YTD marketing revenue is nearly \$50,000 ahead of YTD budget and repository revenue is about \$85,000 ahead of projections due in large part to three-year subscription renewals. Member services revenue is

predictable and on target. There is a loss on interest income due to recent market events, but overall revenue is good. Regarding expenses, we are not capitalizing expenses such as salaries while not in production (which creates negative cash flow), but otherwise expenses are according to plan. Peter reported that the annual renewal of INTELECOM's line of credit with Community Bank is underway; he hopes for no issues. Regarding the Schwab and VEBA investments, the market downturn negated December's capital gains, resulting in a loss of over \$30,000 on each account. Both portfolios are being kept conservative.

C. Marketing

Cameron Cox joined the meeting to review Attachment D. He further explained the increase in YTD revenue, stating it is also attributable to licensing content to major publishers. Currently underway with a database publisher is exploration of INTELECOM branding and distributing its career skills database. Erika stated that colleges need this type of product to satisfy "gainful employment" rules. Cameron reported that rebranding to INTELECOM's new DBA, Intelcom Learning, is well underway and launch of this new name is slated for end-February to align with attendance at the ACCE conference. Member college constituents will receive the press release.

Meg Cundiff reviewed the Member Services section of Attachment D. She added that, since the time of writing, research about INTELECOM's FCC-licensed bandwidth has revealed that the organization is receiving more than today's market value of the spectrum from its de facto bandwidth sublease with Sprint.

D. Production

Refer to Attachment E.

VI. **Other**
None.

VII. **Public Comment**
None.

VIII. **Adjournment**
The meeting adjourned at 10:54 a.m.

Approved by: _____
Secretary to the Board of Directors