

---

## MONTGOMERY COLLEGE GOVERNANCE

Rockville Campus Council

October 3, 2022

via Zoom

2:30 p.m. – 4:00 p.m.

### Attendees

- Members present: Katherine M. Goldstein (Chair), Elizabeth Melanson (Vice Chair), Anne Briggs (Secretary), Tendai Johnson, Amal Alsufyani, Samuel Dina, Lisa Hackley, Raquel Bunai, David Burkart, Rebecca Fuchs, Hayatullah Khan.
- Proxies present: None
- Members Absent: Ivonne Bruneau-Botello
- Guests: Stephanie Gallo-Krasnoff, Eric Benjamin

### Call to Order

- The regular meeting was called to order at 2:32 p.m. by Chair Katherine M. Goldstein. The meeting was recorded for internal use only.
- The meeting began with roll call.

### Constituent Concerns

- Anne Briggs: Staff members have reported that Raptor Charging stations in the library do not work.
  - Suggestion to refer to the Operational Services Council
- David Burkart: The Ackerman STEM Learning Center needs a Raptor Charging station.
  - Dr. Benjamin offered to raise concern during his meeting with Facilities.
- David Burkart: The water fountains on the first floor of Science West building do not work.
  - Dr. Benjamin offered to raise concern during his meeting with Facilities.
- Updates on past constituent concerns:
  - Hayat Khan: Update on the need for more CMSC tutors. He received a quick response from Dr. Benjamin and additional tutors have been assigned.
    - David Burkart confirmed there are tutors for CMSC 140, 201, 203, and 207 courses each day the Ackerman Learning Center is open (mornings, afternoons, and virtually).
    - At this time, there is no one available to tutor for the CMSC 204 course, but the Ackerman Learning Center staff is working to recruit tutors for that course.
  - There was no update on the previous constituent concern about the automatic door to the Student Services Building (the door closest to Raptor Central) not working consistently due to James Gillis not being present.

---

### **Approval of Minutes**

- The September 2022 minutes were approved as written. Lisa Hackley motioned to approve. Tendai Johnson seconded.

### **Provost's Report (Dr. Eric Benjamin)**

- A water main broke during HVAC-related construction outside the HU building on September 22. The lack of running water forced the closure of most instructional buildings on the Rockville Campus for that day. Classes had to pivot to virtual. The issue has been resolved.
  - Dr. Benjamin used the opportunity to observe how students use campus spaces to take virtual classes.
  - Request to monitor usage patterns of campus spaces.
  - The need for campus spaces to complete virtual classes will increase as the weather gets colder. Not every student can use a car to take a virtual class.
- Completion of the construction project between HU and MT has been delayed to the end of October. This construction affects egress of these buildings.
- HVAC is being replaced in the art buildings. Classes and workspaces will need to be moved in the spring.
- Rockville Campus is holding a day of community service on October 13 (late morning – early afternoon) in honor of President Williams's inauguration.
  - Activities include voter registration, blood pressure screenings, library card sign-up (Montgomery County Public Libraries), anti-racism training, mobile market.
  - Book and art supply drives benefiting incarcerated women.
  - Diaper drive for student parents.
  - Community garden has been postponed to a later date.
  - MC's new food truck will be providing the food. This is an experiential learning opportunity for hospitality students.
  - Rockville Campus Council can help by bringing items to donate and helping to spread the word about the event.
  - There will be drop boxes on campus for the donations. Emails are forthcoming with more details about what and how to donate.
- Rockville Campus is hosting a contingent of Fulbright Scholars from India on October 12.

### **Chair's Report (Katherine M. Goldstein)**

- Welcome to our new council members: Amal Alsufyani representing part-time faculty and David Burkart representing staff.
- Macklin Business Institute (MBI) Café is offering a deal on drinks and pastry until 10/7.

- 
- Vaccines and testing are available in CB. Find the details on the hours, vaccines available, and appointments, on the [Campus Vaccination and Testing Sites webpage](#).
  - Rockville's October Mobile Market has been moved to October 13 to coincide with the pre-inauguration celebration.
  - Virtual Transfer Fair is 10/13 – 10/14 on Zoom. Any major can attend. Learn more on [the Virtual Transfer Fair flyer](#).
    - Request for Rockville Campus Council members to help spread the word.
  - October is Domestic Violence Awareness Month. <https://thehotline.org> is a quality resource for those in need.
  - Upcoming athletic events:
    - Men's and Women's Soccer and Women's Volleyball are playing Thursday October 4 on the Rockville Campus.
    - It's "Sophomore Night" for Men's and Women's Soccer.
  - MC Library Announcements:
    - The library has launched a [guide to the 2022 elections](#). Use it and direct others here for information on how to vote, ballot information, and non-partisan information about the issues and candidates. Also includes tips on avoiding misinformation and evaluating news sources.
    - Pre-inauguration day tables on all campuses. Partnering with Montgomery County Public Libraries.
    - [Virtual Non-Partisan Voter Information Session](#) on October 4.
    - [Virtual and In-Person Film Screening](#): *There All Along: The Women of Trinidad & Tobago 1970 Black Power* on October 11.
  - Arts Announcements:
    - Arts calendar, newsletter, event registration, and links to campus art departments are on the [Arts Institute website](#).
    - Media Arts Gallery:
      - Looking In/Looking Out: Retrospective Visions by Gene Young
        - August 29 – October 26,
        - Gallery Talk/Reception: Wednesday, October 5, 5pm.
    - Sarah Silberman Gallery:
      - Fall 2022 Artists in Residence
      - Big Ink Visiting Printers Program:
        - Printing event October 4 and 5, 11am – 4pm.
        - Exhibition, October 10-27
        - Closing Reception: October 27, 11:30am – 1pm
    - Ukrainian Music, Dance, and Culture
      - Lecture: Ukrainian Music
        - October 20, 11am – 1pm
        - Rehearsal Hall, Music Building
        - Dr. Andrei Pidkivka
      - Presentation/Workshop: Ukrainian Dance
        - October 20, 2pm

- Roman Mykyta
    - Physical Education Center, Dance Studio
  - Concert: The Souls of Ukraine through Music and Dance
    - In person and livestream
    - October 27, 7:30pm (6:30 pre-concert discussion)
    - Gerdan-Kaleidascope of World Music Ensemble Recital Hall, Music Building
  - Theatre: The 25<sup>th</sup> Annual Putnam County Spelling Bee
    - \$10
    - Robert E. Parilla Performing Arts Center
    - October 27 – 29, 8pm
    - October 30, 2pm
- If you are experiencing a mental health crisis, please call, text, or chat 24 hours a day:
  - Montgomery County Crisis Hotline: 240-777-4000
  - National Suicide Prevention Lifeline: 800-273-8255, Press 1 for Veterans Crisis Line
  - Online chat support at [imalive.org](http://imalive.org)
  - Text chat support: text “start” to 741741
  - National Domestic Violence Hotline: 800-799-7233
  - Students:
    - <https://www.montgomerycollege.edu/counseling-and-advising/personal-counseling.html>
    - <http://www.montgomerycollege.edu/can>
    - <http://www.montgomerycollege.edu/shaw-center>
  - Faculty/Staff:
    - <https://info.montgomerycollege.edu/offices/human-resources/faculty-staff-assistance-program.html>
- Request for council members to be considering our goals and how we can make them measurable before the next meeting.

**Presentation: Stephanie Gallo-Krasnoff, Marketing Specialist**

- Stephanie handles the main Montgomery College social media accounts: [Facebook](#), [Twitter](#), [Instagram](#), and [LinkedIn](#). She is available for anyone at the College who need assistance with promoting something or social media.
  - MCTV handles [TikTok](#) and [YouTube](#)
  - MC has phased out the use of SnapChat
- Main audiences:
  - Facebook: faculty, staff, community, and international students
  - Twitter: faculty, staff, community, and students with complaints
  - Instagram: students
  - LinkedIn: Faculty and staff in higher education, prospective employees
- A good quality social media post includes:

- 
- A photo
  - A short description
  - Web links (except on Instagram)
  - A video (must include captions)
  - The posts that have gotten the best response for MC are photos of the campuses and the Raptor.
    - Successful posts/campaigns: name the Raptor, historic photos of the College (e.g., students waiting in line to register for classes)
  - Include #montgomerycollege and #mcproud. Stephanie follows those hashtags so she can like, share, or otherwise promote your content.
  - You can determine if a post is successful with several criteria:
    - Number of views (note that Facebook wants business pages to pay for views via ads, so the reach will be a small percentage of followers)
    - Engagement (such as likes or shares): this is the best outcome for a post, but the hardest to achieve
    - Clicks to shared links
    - Posts that attract publicity
  - Avoid posting: flyers, photo filters, confusing links, not tagging MC.
  - If you have a negative comment on one of your posts, engage with the user offline (e.g., direct message).
  - Your goal in using social media is to listen to your audience, engage with them, and build relationships.
  - Employees can request that Stephanie share something on social media. The main MC channels she runs have the largest audience (in comparison to department channels) and so will make the largest impact.
    - Send photos
    - Complete the [social media worksheet](#)
    - Provide event information two weeks in advance
  - There are many ways to reach students, and no one method is always successful:
    - Students don't typically read emails (stats are not available on student usage of Inside MC)
    - Instagram and TikTok are successful
    - Students seem to get their information from Student Life and their professors.

**Presentation: Lisa Hackley, Director of Student Life**

- Rockville Office of Student Life is participating in an initiative with the political science department to encourage voter turnout: writing postcards to MC students who are new voters.
  - This is happening at all campuses.

- 
- Faculty and staff can request stacks of postcards for their classes and complete the cards in class.
  - Stop by the Office of Student Life to fill out the cards
  - Student Life is also working on a video with students to encourage other students to vote.
  - Rockville Campus Council can support this initiative by helping to promote it.
  - Members can share additional ideas to encourage voter turnout with Lisa Hackley via email.

Meeting Adjourned at 4:03 p.m. Tendai Johnson motioned, David Burkart seconded.

Respectfully submitted by  
Anne Briggs, Rockville Campus Council Secretary