

## Yavapai College District Governing Board

### Board Work Session Approved Minutes of Workshop Wednesday, March 5, 2014 9:00 AM

Prescott Campus – Rock House  
1100 E. Sheldon Street  
Prescott, Arizona

District Governing Board meeting recordings may be viewed on CableOne Access 13 or the Yavapai College Website. CableOne Access 13 records all regular board meetings for subsequent broadcast and the schedule is available on the Access 13 website at <http://www.access13.org>. The District Governing Board agenda, packet materials, handouts, and minutes are on file in the District Office and posted on the College website along with regular board meeting recordings posted approximately 12 days after each meeting at <http://www.yc.edu/v5content/district-governing-board/>.

#### **Members Present:**

Mr. Ray Sigafoos, Chair  
Mr. Herald Harrington, Board Spokesperson  
Mr. Albert Filardo, Board Member  
Dr. Dale Fitzner, Board Member

#### **Members Absent:**

Dr. Patricia McCarver, Chair/Secretary

#### **Administration Present:**

Dr. Penelope H. Wills, President  
Lynne Adams, Board Attorney  
Other YC staff list on file in the District Office

#### **1. CALL TO ORDER - HEADING**

##### **2. Call to Order – PROCEDURAL**

Chair Sigafoos called the Yavapai College District Governing Board workshop to order at 9:02 a.m.

##### **3. Pledge of Allegiance – PROCEDURAL**

The Pledge of Allegiance was led by Mr. Filardo.

##### **4. Welcome to Guests and Staff – PROCEDURAL**

Chair Sigafoos welcomed all guests and staff.

##### **5. Adoption of Agenda – DECISION**

**Dr. Fitzner moved, seconded by Mr. Harrington, to adopt the agenda as written. Motion carried unanimously.**

#### **6. OWNERSHIP LINKAGE – HEADING**

##### **7. Board Review of Media and Communication Planning - DISCUSSION, AND/OR DECISION**

Mr. Jerry Brown, Accreditation in Public Relations (APR) Consultant, gave an introduction of his professional background and provided suggested reading materials. Mr. Brown facilitated a discussion with the Board members regarding Dealing with the Public. The discussion focused on determining the cause of any public discontent, recommended responses and successfully resolving the discontent.

#### **8. SHORT RECESS – PROCEDURAL**

Meeting recessed at 10:29 a.m.; reconvened at 10:40 a.m.

##### **9. Board Review of Media and Communication Planning - DISCUSSION, AND/OR DECISION - Continued**

The discussion regarding Dealing with the Public continued. The discussion focused on making certain that the College's message and strengths were communicated to the public.

#### **10. SHORT RECESS AND POSSIBLE WORKING LUNCH – PROCEDURAL**

Meeting recessed at 12:01 p.m.; reconvened at 12:21 p.m.

##### **11. Board Review of Media and Communication Planning - DISCUSSION, AND/OR DECISION – Continued**

The discussion regarding Dealing with the Public continued. The discussion focused on steps Board members could take to engage with citizens and organizations in the Sedona area and appropriate messages, including communicating the College's continued support of OLLI.

#### **12. ADJOURNMENT OF REGULAR MEETING - PROCEDURAL**

**Dr. Fitzner moved, seconded by Mr. Harrington that the meeting be adjourned. Motion passed unanimously.**

Workshop adjourned at 1.14 p.m.

Respectfully submitted:

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/S/

Ms. Karen Jones, Recording Secretary

Date: April 15, 2014

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/S/

Mr. Ray Sigafoos, Chair

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/S/

Dr. Patricia McCarver, Secretary