

PORTLAND COMMUNITY COLLEGE - BOARD OF DIRECTORS
12000 S.W. 49th Avenue - Portland, OR 97219

MINUTES
BOARD OF DIRECTORS BUSINESS SESSION
Sylvania Campus, Board Rooms A/B
October 16, 2008

BOARD ATTENDANCE

Board Members Present:

Denise Frisbee, Jim Harper, Marilyn McGlasson, Bob Palmer, David Squire

EXECUTIVE SESSION

The Board of Directors convened an executive session for Real Property Transactions in accordance with ORS 192.660 (1), (e) at 6:55 PM, adjourning at 7:20 PM.

CALL TO ORDER

Chair Frisbee called the business meeting to order at 7:35 PM and invited all present to introduce themselves.

APPROVAL OF MINUTES

The September 25, 2008 business meeting minutes were approved as published.

APPROVAL OF THE AGENDA

Chair Frisbee brought forward three Resolutions in opposition to ballot measures that if passed would have a negative impact on the College's budget, 09-030, 09-031 and 09-032. She requested a motion to amend the agenda to include these Resolutions in the Consent agenda. Director Palmer moved to include the proposed Resolutions in the Consent agenda. The motion passed unanimously.

INFORMATION SESSIONS

Academic Planning Process

Dr. Christine Chairsell, Vice President, Academic and Student Affairs President Pulliams invited Dr. Chairsell to present a report on the Academic Master Plan and academic planning process as the Board requested at their planning retreat in August. Dr. Chairsell noted that the Education Master Plan of 2002 (EMP) was created using a traditional strategic planning process and was intended to serve as a guide for 10-20 years. She also said the accreditation

process takes place every 5-10 years. In 2006-2007, in response to Board requests, Dr. Chairsell and others began reviewing Board goals and developing a reporting calendar to provide the Board up-to-date information throughout the year. At that time the EMP was condensed and clarified so it became a more operational one-page summary that has been adopted by the Board to clearly state who Portland Community College is and what it values as well as its vision, mission and goals. There were over 80 measuring indicators for the 2002 EMP. Those have been reduced to 20 key performance measures that are also aligned with the legislative key performance measures. These and other supporting measures are tracked on an operational basis and the results are presented in Board reports that are then compiled as an annual report. These reports are posted on PCC's website and used by the Board and the College to share information with constituents, legislators, and other political officials. She said these changes in process have moved the College from a "strategic planning" process to an "organic" process where planning and meeting goals is a continuous process that encourages continuous environmental scanning.

Dr. Chairsell said the EMP of 2002 has become today's Academic Master Plan (AMP) and that it allows the College to be more agile and flexible, to be creative in what the College does and how it does those things, and to continually build on its accomplishments. This has positioned the College to seize opportunities as they present themselves and move from strategic planning to strategic thinking.

She said that continuous monitoring is important, to ensure that the College continues to meet needs in areas that change rapidly, such as technology, workplace demands, and State/Federal policies. Over the past couple of years Enrollment Services has worked very closely with Technology Solutions Services (TSS) in developing technology tools to streamline the enrollment process for students. Dr. Chairsell said that same attention is now focused on instructional technology. Distance Education is a delivery method that appeals to students but needs further analysis to determine how it is to be further implemented at PCC.

Dr. Chairsell said this year a major focus will be accreditation and that the five-year report will be written to address recommendations from the last accreditation visit five years ago. That report indicated a need for the College to be able to demonstrate an assessment of learning. Last June the Learning Assessment Council consisting of faculty was created. This year the council will spend time in an inquiry on emerging practices of assessment and will then make recommendations on the methods they believe would work best within the PCC culture. She added that the enrollment management plan, based on access and retention, is working as evidenced by increased enrollment.

Dr. Chairsell said one of the major components of the AMP is academic planning and development by campus leadership and faculty doing environmental scans of their disciplines or programs. The benefit of the process is that programs are created or modified to meet the current workforce training needs in areas like biomedical, renewable energy technology, health informatics, bio-science technology, welding and others. Staff and campus leadership use environmental scanning in developing better methods of promoting student retention and persistence using data surveys and grant funds.

Dr. Chairsell said the Educational Advisory Council, comprised of faculty, staff and administrative leadership, proposes recommendations to Dr. Pulliams concerning college procedures and policies to improve teaching and learning at PCC such as the prerequisite policy that was implemented this fall. She said that without collaboration and coordination district-wide none of this progress could happen.

She said the EMP of 2002 has served the College well in planning and providing a foundation for progress from strategic planning to strategic thinking. She described strategic thinking as strategy, collaboration and change intricately linked to implementation and noted that it is done is with consideration of Board goals and values before any discussion begins.

Dr. Pulliams complimented the report and asked Dr. Chairsell when the process of evaluation for the AMP will begin. Dr. Chairsell replied that the current process is working very well and at this time there are no plans to make changes. Director Squire asked if business and industry are consulted when academic programs and curriculum are changed and if advisory councils are used and how that process works. Dr. Chairsell answered that business and industry are consulted when changes are contemplated for academic programs, and that advisory councils are routinely used and meet regularly. She said workforce needs throughout the District are continually monitored so emerging new industry as well as changes to current business and industry are reflected in courses the College offers. Chair Frisbee, Director Harper and Director Squire complimented Dr. Chairsell on her report.

Life By Design

Neal Naigus, Public Relations Manager

Mr. Naigus introduced Karen Shimada, Executive Director, Life by Design Northwest as co-presenter for the program update. He said that he and Director Harper will present this information at the 2008 ACCT Leadership Congress in New York City. He noted that although Portland is predicted to be one of four cities in the United States with the largest baby boomer population (by percentage) a large number of young people are also moving to the area creating a fairly proportional regional population. He said that many of the incoming baby boomers do not wish to retire but will need to be retrained or wish to find volunteer opportunities that utilize their specialized skills and abilities and that

many of them are only seeking enrichment or skill upgrading classes. He noted that the average age of PCC's credit students is 29 but the average age for non-credit students is 42. He noted retirement was started during the Great Depression as a means of providing employment opportunity to young people and that life expectancy was about 65, making retirement a short period of time, and a far cry from today when retirees can expect to live 20-25 years after retiring. Mr. Naigus said baby boomers do not necessarily plan to retire and with the current economic situation will need to continue being productive and employable. He quoted an AARP study that reported 68% of retirees plan to work and never retire, 53% plan to work because they enjoy it and 75% will continue working for health benefits even more than wages. He also noted that overall boomers are healthier, more vigorous and better educated than any group that's come before them; that they're motivated to use their knowledge, skills and assets productively; and that they balance work, learning and leisure and really want to give back to their community. He listed six key values they have: a sense of belonging; giving back; taking risks; entitlement; experimentation and expectation of a good life that includes financial security. He said PCC's Senior Studies Institute and Life by Design Northwest are helping people find rewarding ways discover their passions and purposes while sharing their wisdom and skills to strengthen the community and achieve personal fulfillment.

Mr. Naigus said Life by Design is a coalition of eight community partners that have been working for the past five or six years to make the program successful. He noted that in 2001 Director Williams encouraged the College to seek new ways to serve older adults. In a partnership with Civic Ventures, a San Francisco organization, Life Options was started. In 2002 the College began developing community partnerships and Director Harper started working with the organization. Community partnerships and pilot workshops were created, curriculum was revised, a business plan was developed and the name was changed to Life by Design. He said that about that same time they began submitting grant proposals and attained over \$1 million in grants from Atlantic Philanthropies and local foundations. This funding allowed the first program manager to be hired, focus groups to be created and curriculum developed further.

Karen Shimada said participation in the program has increased significantly with a group of individuals 50+ years of age meeting monthly at Central Portland Workforce Training Center to share resources and information about jobs and volunteer opportunities, and to have facilitated conversations. Additionally, two companies that looked at the website felt that the impartial approach to retirement and life planning offered by Life by Design would be of benefit to their employees. Customized employer workshops were provided to their employees around the country in cities including Chicago, Atlanta, and Los Angeles.

She said Life by Design offers courses through the PCC Community Education Program on a variety of topics relevant to the 50+ segment of the population and

that a website is being constructed that will be a portal to resources available in Oregon and Southwest Washington. Ms. Shimada said over 300 individuals have been served in workshops, either in person or by distance learning, and that requests come in regularly from communities, businesses, senior centers and other organizations for presentations and technical assistance in providing services to the 50+ age group.

Ms. Shimada said the program would not exist without champions like Directors Harper and Williams. She thanked President Pulliams and Mr. Naigus for providing their leadership. Mr. Naigus thanked Ms. Shimada for her work in getting the program to the point it now is. Director Harper noted that the Life by Design program has a real champion in Mr. Naigus and that in 2002 when he first met Mr. Naigus he was putting together a program called Returnment, Giving Back to the Community. Over the course of many meetings the two of them would discuss the community need for a program like Life by Design. From that beginning Life by Design, a national service program that not only receives recognition throughout the United States but is taught in many community colleges, was created. Director Harper said when he taught a class two years ago on passion, his belief was reinforced that being with a group of people and discussing your passions provides encouragement to try new and exciting things and with the aging population an organization like Life by Design is a way to open doors to possibilities for the rest of their lives.

Chair Frisbee thanked Mr. Naigus and Ms Shimada for their report and congratulated them on the impressive start of the program.

PUBLIC COMMENT ON AGENDA ITEMS

None

BUSINESS MEETING

Chair Frisbee called for a motion to include the three resolutions she brought forward and include them for consideration in the consent agenda. Chair Harper moved that Resolutions 09-030 through 09-032 in opposition to three ballot measures that would have a detrimental financial impact on the state, the Oregon University System and Portland Community College be included in the consent agenda with Resolutions 09-026 through 09-029. The motion passed unanimously.

PUBLIC COMMENT ON NON-AGENDA ITEMS

Michael Leighton, resident in the Cascade Campus area and editor of the *Portland Observer* newspaper read a letter he had written to express two concerns. First, he said that he feels strongly the PCC Board has not acted in good faith over the course of the last seven years in carrying out their promises for limiting negative impacts in the Humboldt Neighborhood from a growing PCC Cascade campus. His second concern is that he feels the proposed November bond levy has fatal flaws that have not been addressed since he first submitted his concerns in a letter of grievance to the Board last July. He said that expressing these concerns was painful because he's a supporter of higher education and especially community colleges which are proven examples of doing public good, especially for providing skills people need to make differences in their lives. He said he thinks highly of the dedicated professionals who work on the PCC Cascade campus; administration, students, faculty. He also said he appreciates the hospitality and goodwill given to him by Cascade Campus President, Dr. Gatewood, and District President, Dr. Pulliams.

Mr. Leighton said that in 2001, many homes and businesses in his neighborhood were sacrificed to make PCC Cascade a comprehensive campus and when that was done the neighborhood was assured there would be no additional impact until a future levy would be passed, possibly 20 years from then. He said he was shocked to learn PCC has purchased an additional \$3.89 million in properties in the Humboldt neighborhood since 2001.

He asked the College to live up to the promise to maintain and enhance the desirability of residential and retail properties around Cascade Campus. He expressed concern for the impact future campus buildings and parking lots might have on Humboldt neighborhood if the November bond initiative is passed. Mr. Leighton offered his help in planning for a future that is good for the neighborhood and PCC. He said he believes that PCC can grow and the neighborhood can thrive at the same time.

Chair Frisbee and President Pulliams thanked Mr. Leighton for his comments and his offer of help going forward.

Other Reports:

Eddie Lincoln, Faculty Federation President, said that AFT Oregon Federation has been and will continue canvassing and phone calling until November 4 to combat and defeat ballot measures the Federation believes if passed will have a negative financial impact on education. He also said Federation members are busy with phone banks being conducted to advocate for the PCC bond initiative.

Board Reports:

Chair Frisbee announced that the November 6th Board meeting will include a presentation from the auditors on fiscal responsibility of the Board.

District President Report:

President Pulliams thanked the Federation for their support in the political areas that could be very detrimental to the College and for their work on passage of the bond campaign.

He thanked Mr. Leighton for his testimony and said the college will be reaching out to him and the Humboldt Neighborhood Association to work with PCC regarding planning at the Cascade Campus

Dr. Pulliams noted that Vice-Chair Williams expressed gratitude for the calls and the visits he's received while he was hospitalized and that he is improving and will be back very soon.

He asked Kristin Watkins to provide a short update on bond initiative activities. Ms. Watkins said the first district-wide bond initiative information mailer went out to registered voters the first week in October and another is scheduled to be sent in a few days and that the following publications have endorsed the bond initiative: *The Oregonian*, *The Portland Tribune*, *Willamette Week*, *The Portland Mercury*, *The Skanner*, *The Hillsboro Argus*, and *The Newburg Graphic*. She noted that although she is unaware of any editorials explicitly urging a "no" vote *The Observer* has expressed concerns about the bond measure. She also noted that there have been several significant articles about the bond measure in *The Oregonian* and *The Tribune* as well as a piece on Oregon Public Broadcasting and a couple of local television news stations have featured PCC's recent and ongoing enrollment growth. She said President Pulliams has just completed a dozen brown bag conversations with faculty, staff and students at all campuses and centers throughout the District. Ms. Watkins thanked Board members, President Pulliams and staff for their ongoing participation at volunteer organization presentations. She also noted that campuses have been working on outreach efforts by sending out weekly information updates to staff on campuses, presentations to their advisory councils for career technical programs, bringing people on campus for tours, and hosting their own smaller community outreach events. Chair Frisbee thanked Ms. Watkins and remarked that the materials are excellent and explain the purpose of the bond initiative very well. President Pulliams thanked Ms. Watkins for the report and her work on the bond initiative. He also thanked Board members for their involvement in the effort, especially Chair Frisbee and Directors Squire and Harper.

Dr. Pulliams reminded Board members of the Board meeting November 6th at Sylvania Campus and said the agenda will include bond election results,

consideration of an initiative to purchase the Willamette Building, and the presentation Chair Frisbee announced earlier by the College's auditors.

He also noted that Fall Term enrollment continues to hold its increase of about 9% over the same period last year and that the slowing economy is generating even more student interest in PCC. Dr. Pulliams said the College is keeping careful watch on economic issues to determine their possible effect on the operation of the College. An important indicator will be the November Projected Report from the State. PCC's budget planning will begin following that report.

ADJOURNMENT

There being no further business, the meeting adjourned at 8:30 PM.

NEXT MEETING

The next business meeting of the Portland Community College Board of Directors will be held on November 6, 2008 at 7:30 PM in Board Rooms A/B at Sylvania Campus.

Denise Frisbee, Board Chair

Dr. Preston Pulliams, District President

Prepared by:

Lorna J. O'Guinn
Assistant to Board of Directors

Minutes approved on November 20, 2008