

Student Development Committee

Meeting Minutes submitted by: Cami Bishop and Kathleen Bradach

Rock Creek Campus, Bldg. 5 Room 136

Thursday, December 10, 2010

2:30pm – 4:30pm

Attendance: Laurie Bales, Cami Bishop, Kathleen Bradach, Nicole Buckner, Laurie Chadwick, May Donohue, Doreen Hanna, Heather Lang, Kristen Martin, Tsionah Novick, Bonnie Skolfield, Magdalena Tolva, Sonya Vo

Guests: Carey Larson, Russell Banks

1.0 Approval of Minutes and Agenda

1.1 Minutes: The minutes from the November 12 meeting were reviewed by the committee and approved.

1.2 Agenda: The agenda for the December 10 meeting was reviewed by the committee and approved.

2.0 Discussion Items

2.1 Online Discussion--Carey Larson, Online Student Services Facilitator, reported on the Online Resource Center. There are links to MAP for degree audits. Students can log in one week before classes start for online classes. 700 messages were left on the discussion board and they are getting hits from 200 students/day (15,000K total). There are links to the bookstore and a page for distance learning books, as well as information about student services. Their information comes from the web page, but she would like feedback from the departments to update or change the information to be more current.

Magdalena asked about the possibility of better classroom space usage by sharing classrooms in hybrid courses, which are taught partially in class and partially online, but this does not seem likely since the courses are all so different and controlled by the SACs. Some hybrids are taught fully online, but students are still required to go to campus for tests.

The committee discussed the issue of full disclosure of the amount of time on campus, if required, for online/web courses. It is not clear in the schedule whether or not distance learning students are required to come to campus, which creates a problem for people who cannot come to campus and think they do not have to. One example was a student in South Carolina who enrolled for a course, later to discover that she had to come to campus to take a test. The course information page should be clear on these issues, as well as a code in the schedule.¹

¹ In a follow-up e-mail, Carey added more information. See Addendum at end of minutes.

Action Needed—Cami and Kathleen will talk with Loretta Goldy at the EAC leaders meeting to see if the DL taskforce is addressing this concern and put this on the agenda for the January Deans of Instruction meeting to state the concern and learn more about what can be done.

2.2 Social Media Revolution--Russell Banks, Director of Marketing, gave an overview of the social media revolution and how PCC can use it to connect people. Bryan Rosenberger, Multimedia Designer, will work on rich content for Facebook and YouTube. PCC does monitor conversations on Facebook and reserves the right to pull postings if they violate PCC policy. Russell cautioned against creating a Facebook page unless staff has a reason to. A weakness with having a Facebook page for the department is that it would be linked to the staff person creating it, and when he/she leaves, the connection would be lost. He also does not want us to create Facebook pages for departmental information, since it is available on the website and through advertising elsewhere. The primary purpose is for students to connect with other students and appropriate PCC staff, not to push promotional messages at our "fans." He doesn't want to drown out the student voice. Facebook is a way to support our existing PCC community, not to create a new, online community. Community Education uses social networks well.

Russell drew a chart to explain how PCC could use Facebook college-wide, for departments and for clubs. (Justin Eslinger spoke at Rock Creek and can give a good overview if your department is interested.)

Russell spoke of our responsibility to let students know the importance of being responsible with social media. Their postings can be used against them in other arenas, such as the job market. Facebook's policy changes frequently, so there are no guarantees of privacy that can be relied upon.

The committee discussed the importance to keep our professional lives separate from our personal lives when asked to be a "friend" on Facebook. Heather noted that TSS will not support Facebook technical problems.

Issues about privacy required by FERPA were discussed. Concerns were expressed about using photos without release forms, minors, etc. The ACLU is a possible resource when it comes to free speech issues.

Action Needed—Cami asked the committee to read the articles e-mailed to them before the next meeting so that we can discuss the issues of free speech on Facebook related to *Student Rights and Responsibilities*. Others are encouraged to share information gleaned in other research via e-mail prior to the next meeting as well.

2.3 Higher Education Opportunity Act: Effect on the Bookstore/students/faculty – Laurie B. reported on the 2008 New Higher Education Opportunity Act. All institutions that give federal financial aid to students, we must adhere to all parts in this Act. A big change for the Bookstore is the

requirement to post the price of all textbooks as of July 2010 and to make this info available earlier. The spirit of the Act is to make sure students have access to the costs for class including registration, fees and books. There will be a link to the source to see what book or materials are required for that class, if an order has been submitted.

Some of the problem's posed are:

- Schedule availability and registration v. faculty textbook orders. Students register before the textbooks are chosen. For example, summer term registration starts April 17 online, but book orders are not due until May 1. (Historic bookstore due dates for adoptions are Fall -June 1; Winter - Nov. 1; Spring - Feb. 1; and Summer - May 1)
- Faculty who are reassigned after textbooks are posted; may change to another book. The student may have already purchased the posted title.
- Faculty who don't get their textbook orders in on time (only 55% of textbooks are ordered on time) leave no info to pass along or books to buy back
- Bookstore can post the information they have so that students get a tba notice, but only if notified a decision is pending.
- Faculty sometimes change to another book that becomes available after the order is in
- If students buy their books online (i.e. Amazon, Powell's) they may not be able to get a refund if the text changes or if classes are cancelled.
- Part of the Act requires publisher reps to quote prices to faculty at the time of adoption. Publisher representatives bring the books to faculty in the Spring for Fall and quote prices. There is no guarantee that this price won't change from the publisher when the book is actually used, unless this can be negotiated.

It will be critical that the students and faculty are informed of the changes. Also, it is important that the faculty let the Bookstore know if they are using open source textbooks so that the Bookstore orders fewer copies of the text.

Discussion ensued about textbook prices. The 2007 Textbook Taskforce investigated problems with textbook prices with suggested solutions. Faculty seem more aware as a result. Sometimes bundles are not necessary for classroom use.²

Action Needed—EAC can help get the word out to be sure that faculty and departments understand the policy. ASPCC can be a partner to help inform students about how to find out the price of books and options for purchasing books.

2.4 Student transitional experiences—Kathleen updated the SDC on her conversation with George Knox who is concerned about how to help students build their resumes when there are fewer jobs to use for experience. George encouraged us to use the Co-Op Ed coursework to supplement the resume.

2.5 SDC Groups Page – Cami will ask Stephen if he can create a groups page for this committee. Kristen volunteered to help.

² See addendum at end of minutes for more information about the Higher Education Opportunity Act of 2008.

3.0 Updates/announcements

3.1 EAC Meeting—Kathleen reported on the November EAC meeting

- Applied Baccalaureates - we're in a fact finding mode right now, trying to find out if this is something our state wants. OIT has something similar for working adults. In general, most Applied Bac. degrees are career technical programs.
- Accreditation (PCC Mission Statement) - our accrediting body, NWCCU (NW Commission on College and Universities), revised their standards and this will affect PCC. Our mission statement must be revised.
- ID Badges-this was added to the discussion agenda. The mandatory wearing of ID badges is the main issue. There were those who didn't care, and those who were very upset to be told to wear badges as a way of creating a "safe environment."
- Overlapping Class Sections: In the past, PCC students could register for two classes that overlapped (one started before the other one ended), as long as the instructors okayed it. This is bad. Because PCC wasn't in compliance with the state rules/regulations. PCC lost out on state reimbursement funding each year. So, students can no longer register for two classes that have a time conflict – even if the instructors say ok.

Cami gave the following report from yesterday's EAC meeting:

- Preston or someone from the administration will address the EAC at the January meeting to give background/philosophy on ID badges. Questions remain regarding security issues' research and why this change is being initiated. Cami asked how the SDC feels about requiring staff to wear an ID badge when at PCC. No one came forward with objections to wearing them. Cami will report that back to the EAC leaders group.
- Meetings will take place winter term on reviewing the HS course list (Steve Smith and Linda Huddle)
- Some prerequisite and outcomes changes—
 - ❖ 4 honors courses were approved: Bi 101H, WR 121H, WR122H and Speech 111H.
 - ❖ There will be a class at Cascade about how to do assessment, including program review (see EAC minutes on web page for details)
- Gave input on mission statement changes and core outcomes
- Changes were suggested to Academic Handbook (see EAC minutes)
- Approved forwarding recommendation for new AAS Degree option for Civil Engineering Technology: Green technology and Sustainability, Mechanical Engineering Technology: Green Technology and Sustainability
- Next ASAP meeting is January 13 (2nd Wednesdays, 3-5pm)

For more details on the November and December minutes, please check the EAC Minutes at: <http://www.pcc.edu/resources/academic/eac/documents/EACMinutes11-25-09.pdf>

3.2 Deans Report--Heather—Work on the Academic Standards of Progress is ready to present to the Deans Meeting. That will happen tomorrow and Heather will report back to the SDC in January. Cami noted how the draft she and Kathleen saw was a very positive student development approach to helping the students succeed with meaningful intervention throughout the process. Heather will also report on the meeting she has tomorrow on Veteran’s support at the January meeting

3.3 Bookstore—Laurie Bales shared that 1700 students participated in the online survey and a female Sylvania student wond the scholarship. Also, there is a new tax credit of up to \$2500 for books and supplies. See the Bookstore webpage for a link to more information about that.

3.4 District Student Council (DSC) Update – Bonnie – The district student council forwarded a budget proposal to the Deans of Students proposing to use the surplus funds from the higher fte this year and last for an OCCSA field representative, \$50K for district programs and funds set aside for rocket composters for each campus. One composter would be tried at the Rock Creek campus for 6 months to a year before others would be purchased (if pilot composter is successful). Remaining funds would be divided up between campuses according to the current formula after each campus starts with \$20K. Students are proposing this budget to the Deans as we meet here.

4.0 Goals and Assignments for this Year

The overall goal for this year is to do Facebook research, look for articles and share findings from professional association list-serves regarding the concern about free speech v. campus safety from Facebook entries. If the Student Development Committee wants to forward a recommendation for a change in the Rights and Responsibilities Handbook, that proposal should go to the EAC no later than the April meeting in order to allow time for revision(s) and a final vote.

There was not time for further discussion, but a request to build upon Carey and Russell’s information as well as research to address concerns that may conflict with one another:

- Right to free speech
- Responsibilities to not use “Fighting Language,” threats or hate speech
- Student/staff right to freedom from harassment

Next meeting-January 14 at Sylvania, 2:30 to 4:30, Pine Room

<p>The Student Development Committee welcomes participation from any member of the PCC Community.</p>

Addendum 1

The issue really is that the term "Hybrid" is applied to a number of courses which operate in very different ways, all with different requirements for time spent on campus. It's not clear to a student who registers for a "hybrid" class what the requirements will be prior to the first day of class.

There are hybrids listed in schedule as CL WEB, and there are online courses (with no special designation in the catalog) that require some sort of campus attendance. All Math classes for example require on campus testing. Some instructors are flexible and some are rigid about when and where required testing takes place. Some support the use of proctors and most don't unless a student makes loud noises.

This is a problem because there are no standards, no testing center support, and no required mechanism for communicating these campus requirements to students before they enroll. The Course Information Pages (which are linked from the online schedule) are supposed to serve this purpose, but many instructors fail to update their CIP's and distance learning has no way (other than frequent reminders) to compel them to do so.

ALL student services have a module in the OSRC including:

- Online Learning Orientation
- Academic Advising
- Assessment and Testing
- Bookstore
- Career Services
- Disability Services
- Financial Aid
- Library
- Registration
- Schedule of Classes
- Student Help Desk
- Tutoring

Each of these modules contains contact info for each service (webpage address, phone numbers and email) as well as a collection of links to any online services or resources that department may provide. Carey would like to enroll the SDC committee members in the SRC demo course so they can explore the contents on their own time and send her their suggestions.

Carey can be reached at x 4746 or <carey.larson@pcc.edu>.

Addendum 2—HEOG Compliance Requirements

(The information below was taken from an article from National Association of College Stores – NACS and their legislative representative, Rich Hershman. Nov/Dec 2009)

**Followed by “initial action steps” from Laurie Bales, Bookstore Manager.*

Compliance with the Higher Education Opportunity Act of 2008 is a fact of life and the July 2010 deadline is getting closer every day.

Every institution receiving federal financial assistance—whether student loans or funds from accreditation, teacher education programs, campus safety, or file sharing—must provide accurate course material information for each course listed on the college course schedule that is used for preregistration and registration purposes. The law mentions college bookstores because they are a logical source for that information.

Textbook Provisions for Bookstores

The key provision of the law for bookstores is making sure students have access to ISBNs and retail price information on the textbooks for each course listed on the school's schedule. Institutions can satisfy the requirement by having a link to an appropriate web site, such as the college store's, as long as that link is prominently located on the college's online course schedule and printed schedules. Also, institutions are encouraged to inform students about campus-based initiatives to reduce costs, such as used books, guaranteed buyback, rental programs, e-books, and print-on-demand.

The law also:

- Promotes the idea that all parties to the provision—administrators, faculty members, bookstores, and publishers—work together to reduce course materials costs.
- Requires institutions to inform campus stores of enrollment and adoption information.
- Expands campus-based financial aid program formulas for books and supplies from \$450 to \$600.
- Requires more reporting of book and supply costs among other education costs.

While the Department of Education has no regulatory or enforcement authority at present, the law does mandate that a new study by the Government Accountability Office, the independent investigative arm of Congress, take place in 2013 to review the progress being made by institutions, bookstores, and publishers, as well as the cost and benefits to institutions and students of the provision.

Questions Remain

Ambiguities in the provision's language open up various avenues for bookstores to satisfy compliance requirements. That all institutions receiving federal financial assistance must comply by July 2010 is clear enough, but some wording in the law, such as "maximum extent practicable," offers leeway for interpretation.

"Some things are very clear, but with some flexibility," Hershman says. "The law specifies providing retail price and ISBN numbers. Other areas are more gray, like the timing of when things need to be posted. Institutions have to do what they can to reliably provide students information. "There is a natural tension between getting information out early and getting it out accurately, so an institution should take care to provide reliable and accurate information that has been vetted."

The biggest concern is when textbook information needs to be posted: at the beginning of registration—or even as early as preregistration? And how accurate can that information be months before the class actually begins?

Get the Word Out

One place to begin the conversation is with the faculty. Conversations with the departments and explaining how early adoptions help the students.

It's important to remember that the HEOA has flexibility built into it because Congress recognized that one size does not fit all and that calendars differ from school to school. But the law also requires that good-faith effort on your part to make sure booklist information is appropriately linked, that it meets the requirements for information disclosure, and that the information is presented to students in a user-friendly way.

July will be here before you know it.

Laurie's take:

RECOMMENDED ACTION TO BE TAKEN AT PCC:

- Communication to faculty and departments regarding timely and accurate textbook adoption information. (Currently, timelines are adhered to by about 55% of the college departments.)
- Collaboration with ITS to integrate registration with the bookstore's MBS system. Up to date textbook information is available, once the bookstore has verified requested information.
- Clear communication to students regarding course materials. Last minute text changes by departments, could lead to students purchasing incorrect books from other sources. (Books may not be available to purchase at time of posting.)
- Consideration given to "guaranteed buyback opportunities". This option requires departments to guarantee use of a particular book for a specified period of time, allowing the bookstore to buyback all books that have been guaranteed without regard to current supply or demand.