

Portland Community College  
**President's Cabinet**  
 Wednesday | May 2<sup>nd</sup> | 2018  
 Conference Room 233B  
 8:30AM – 11:30 AM

**Notes**

Time	Topic	Presenters	Strategic Theme	Action	Requested by
<b>Present</b>	8:00 am Beverages	Michael Northover, Tracy Fordham, Jen Piper, Sandra Fowler-Hill, Lisa Avery, Karin Edwards, Katy Ho, Marc Goldberg, Sylvia Kelley, Mark Mitsui, Lisa Bledsoe			
<b>Standing Items</b>	8:30 am <b>President's Updates</b>	Mark	Think Smart	No	Mitsui
	<ul style="list-style-type: none"> <li>• <b>Board Update:</b> Would like to discuss tuition and fees in the fall as opposed to waiting to January ACTION – Next meeting</li> <li>• <b>AACC Overview –</b> <ul style="list-style-type: none"> <li>○ California boycotted Texas, missing 112 Community Colleges so it was a much smaller event</li> <li>○ Toyota is researching moving toward selling mobility, may have a conference call or visit</li> <li>○ Integration of federal benefits conversations went well, some good ideas came out of it.</li> <li>○ CLASP taking on state by state, will come to the Pathways to Opportunity convening in the fall. Financial aid and SNAP combined provide more than PELL grants</li> <li>○ Thank you to Lorraine Schmitt for her great work for providing accessibility for Distance Learning students</li> <li>○ Advocates in Action – convening in DC, talked about primarily risk sharing.</li> <li>○ Pierson forming a partnership with Community Colleges knowing there is an anticipated decline in high school graduates, directed toward high school students, marketing geared toward migrant students</li> <li>○ Need to market enrollment in evening online offerings with a comprehensive campaign, get a needs assessment. Some of our employer partners may have tuition reimbursement, needs to be accessible and clear. Align business time frame with classes.</li> <li>○ SEED – Counsel for sustainability efforts is looking for investors, grants have been pulled</li> <li>○ Apprenticeships - a lot of talk around industry driven apprenticeships. There is conversation around work based learning, identify what we are doing that we may be able to leverage.</li> <li>○ Equity is being emphasized, it's not necessarily being defined. PCC has become more comfortable about conversations than the landscape as a whole</li> </ul> </li> <li>• <b>Other updates</b> <ul style="list-style-type: none"> <li>○ Email will be going out this week on the reorganizational structure</li> <li>○ Working on a state of the college video, summary, strategic information and updates</li> <li>○ Nearing a decision on the Rock Creek Campus President, most likely announce by Friday</li> <li>○ A lot of community advocating for usage of the property at METRO, particularly students of color, NAYA would like a lot of whatever we could spare.</li> </ul> </li> <li>• <b>Budget Development Timeline:</b> Please continue to provide Jim feed back</li> </ul>				

## President's Cabinet

- **Resources:** Working on finding additional funding for students, student bill for transportation will identify if we can get some of those funds for students. They would like to verify income for students and will most likely want us to pre-qualify our students. Non-credit students most likely not filling out FAFSA, need to get a process going for that
- **Meeting with Metro:** Proposed housing bond allocation for subsidized funding. They have staging areas that could be used for housing. Work with the Housing Authority to allocate that land for subsidized funding. Interested in workforce development for their employees
- **OR President's Council:** Is there additional funding we could get and what is the justification, need some data from TRIO, Career Pathways, Future Connect. Please send along data that you think has relevance
- **Talent Summit** - Please send along any additional information you have
- **Bright Lines** - Letter from NWCCU to move regional accrediting bodies toward outcome based learning, what are we doing to increase the graduation rates
- **Gala** - Coming up on May 19th

9:30 am **Equity and Diversity** Kim Think Proud No Mitsui

- No updates

9:40 am **Enrollment** Rob S. Think Bold No Steinmetz

- SEM plan is finalized, we are in the final stages of our CRM. We will use this new technology for registration and will be brought on board this summer.
- Looking at purchasing junior and senior high school lists to grow our prospect base, have a free resource from EAB
- Student services met last week, competitive recruitment is happening out of district
- Looking to hire an enrollment marketing firm to do some initial work for recruitment and marketing strategies for our student population
- Spring enrollment remains down 3-3.5%

9:50 am **YESS** Katy Think Bold No Ho

- Email went out with another update for YESS and a video to engage everyone in the three priority areas, have had positive feedback. Talked about informal forms of chat and would like to come up with an internal communication plan. Need more clarification about how the campuses can help localize feedback. All of the CRMs are on the call for feedback.
- Plan for submission to ATD due May 11, timing is a bit off since we just finalized our priorities. By mid October we will have a specific strategy
- Coaches coming 24<sup>th</sup> & 25<sup>th</sup> of May, engage with the campus YESS teams
- Karen Stout has asked if Kien and Katy could come to the cohort to speak about student engagement in Cleveland
- NWCCU – accreditation went well, in fact-checking stage. We are hopeful to get our recommendations off our plate, one of the things we will be looking at are our KIAs, refine and add an aspirational message - realign some of those metrics

### Roundtable

Tracy Fordham -

- DEI awards celebrate their work across the college
- 2<sup>nd</sup> Faculty summit on May 18<sup>th</sup> at Cascade, 119 registered
- Presidential Communications, Town hall schedule changes

Jen Piper

Portland Community College

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- CulturesEast coming up in May

Sandra Fowler-Hill

- Helicopter accident involved a RC student
- Veterans – talked to Jim Hermes with AACC around our battle with the VA. Followed up with the letters that have been sent, over 6-7 M in possible fines but continuing the good fight. Miller Nash is figuring out what are our next steps, have some kind of legal appeal process
- Groundbreaking for the childcare center this Friday at noon

Lisa Avery

- New Interim director for Nursing is Heather Reynolds. Lots of hands on deck, will be meeting with Providence for recruitment, Building opening May 17<sup>th</sup> highlighting most of the centers

Karin Edwards

- Successful job fair last week
- Public Safety officers heard what their vision is to try and move legislation so we could be more prepared for emergency. **ACTION:** Have a discussion at cabinet with Public Safety, have Derrick present – contact Jim
- Town Hall on the 14<sup>th</sup>,
- DOS search happening now

Katy Ho

- Conversations around the block hire, May 16<sup>th</sup> bring to cabinet

Marc Goldberg

- OMIC – JATC meeting yesterday, bringing standards to the state counsel for OMIC to be approved next week for machining
- Willow Creek – Owner of the coffee shop hadn't paid rent in months, offered support through SBDC. Opportunity to revision that space to see if we could have a coffee cart in the lobby and partner with SBDC to look at their clients or possible youth providers. Potential for a smaller footprint
- SNAP - Kate Kinder just got word about state policy reverse referral, students in STEP DHS open toward moving toward a more open policy with the possibility for any student to be eligible. We would be the 2<sup>nd</sup> state after Massachusetts if passed.

Lisa Bledsoe

- 60 retirees, including part time faculty
- Still checking off the boxes for Talent Management
- Jennifer de Laix getting PACMAC together in time for the June board

**Presentation**

10:20 am    **IT Customer Satisfaction Survey**                      Hank Schottland                      Think Accountable    No                      Northover

**Adjourn**

10:35 am