

President's Cabinet

Wednesday | January 16th | 2019

Sylvania Campus | CC Building Conference Room 233B

8:30AM - 12:00 PM

NOTES

Present: Eric Blumenthal, Greg Harris,, Tracy Fordham, Marc Goldberg, Lisa Bledsoe, Sylvia Kelley, Dina Farrell, Mark Mitsui, Lisa Avery, Katy Ho, Karin Edwards, Jessica Howard, Chris Villa, Michael Northover, Rob Steinmetz, Tricia Brand, Greg Harris

8:30 am - Mark's Update

- Welcome to Tricia Brand, new Chief Diversity Officer in the Office of Equity and Inclusion
- Legislative Update
 - Met with Governor, in response to being left out of Future Ready Oregon
 - Debbie Kresky, co-chair - wants us to put more pressure on legislature. We are looking at a base budget lower than \$543M, with no revenue package in their framework; Medicare and K-12 are the priorities. Revenue package is a business activity tax, not a gross receipts tax which would be \$1.9B, \$570M is optimistic. Will meet with co-chairs on Friday
 - 60 days to get a new revenue package, benefit is that we (PCC) poll really well
 - Need to explore taxation issues
 - **ACTION:** Presidents circle please mobilize, give everyone talking points about what kind of support they need, communicate with staff and students to email and make phone calls
 - Talking points: This is a political message. Need engagement in this plan to emphasize the importance of fully funding community colleges. Frame it tighter with the board, \$543M needs to be acknowledged
 - Continue with budget reductions, preparing for co-chairs budget which is not optimistic
 - Be on the same page for talking points when talking to managers

9:30 am - Emma's Legislative Update:

- Our ability to be a trustworthy voice is invaluable. Governor is our strongest advocate, described how the ways and means budget will most likely roll out at the \$547M number. Less than a 25% chance that we will land there. Lobbying around the LAB and DAS numbers which is \$590M. Our work planning for \$570M is reasonable.
 - We have no sense of what the tax proposal might be, no clear opinion
 - Is there any strategy that administrators can do?
 - Handed out Action Steps doc - (*please refer to document in folder*)
 - January 25th - Community College Call-in Day
 - February 1 - CTE Day
 - February 18 - March for our Students
 - February 25 - Community College Call-in day
 - March 7 - OCCA Lobby Day
 - March 12 - PCC Day at the Capitol
 - Town Halls will be listed on the action steps doc, would be helpful for legislatures to see. Emma will add.
 - Federal shutdown concerns
 - STEP and SNAP dollars, fear around students losing their food stamps
 - Financial aid concerns
 - Tuition Increase
 - Resolution at \$6 and \$6 is something that the board would like to discuss.
 - It is a state law to present to the tax conservation district to Multnomah County
-

Portland Community College
President's Cabinet

(Tuition increase cont'd)

- MOU with the VA has to be signed in May
 - Delay planning for \$543M until after the tuition discussion
 - Show PSU's increase
-

9:00 am Enrollment Update - Rob *(see presentation in folder)*

- Take aways:
 - Response to tuition going up and enrollment going down. Need a strategy to respond, balance out reductions in resources
 - Reviewed Noel-Levitz outreach data, will follow up with students
-

9:45 am - Enrollment/Marketing - Greg Harris *(see presentation in folder)*

- Marketing Initiatives
- Generate more leads for CRM: discussed audiences, advertising media
- Improve application process: Social media engagement, use emails from application to find admitted students on social media, place posts in their channels to increase engagement
- Applicant campaign
- Search engine optimization

Organization Structure Study

- Groups are being defined
 - Drafting a confidential survey that will go out across the district, add objectives of scope of services, tied to strategic plan
 - Leadership needs to have a high level of confidence with the choice
 - **ACTION:** Michael will follow up with his team
 - Campus presidents gone week of Feb 18 - ATD
 - **ACTION:** Will send out scope of work and bios
-

10:30 am - Brainstorming ideas

- Reviewed programs
 - Discussed criteria
-

| Date | Action Items | Responsible Cabinet Member |
|----------|---|----------------------------|
| 1/9/2019 | <ul style="list-style-type: none">• Create some examples of talking points about how we would use these funds: ie Swan Island, CTE, Future Connect• Probationary employee lists, send reminder through "Benefits Brief" of our Early Retirement programs | All Lisa Bledsoe |

12:00 Adjourn
