

Portland Community College  
**President's Cabinet**  
Wednesday | April 17<sup>th</sup> | 2019  
Sylvania Campus | CC Building Conference Room 233B  
8:30AM - 10:30 AM

**NOTES**

**Present:** Katy Ho, Lisa Avery, Michael Northover, Jessica Howard, Traci Fordham, Mark Mitsui, Eric Blumenthal, Sylvia Kelley, Dina Farrell, Marc Goldberg, Tricia Brand, Michele Cruse - proxy for Karin Edwards, Rob Steinmetz, Chris Villa

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**8:30 am President's Update - Mark**

- **Welcome and Cabinet check-in/updates**
- **Review Work Plan**
  - Current biennium - develop the new distribution formula, institute structural study - report may be ready mid-May, planning the strategic planning process, align strategic plan with budget development, ultimate goal is to have a measurable strategic plan
  - Demographic shifts in population are changing, competition for younger students will intensify. High school population will continue to grow until 2026
- **Strategic Planning Considerations:**
  - Artificial Intelligence - revolutionizing service industries, computing power is doubling at a fast rate, need to be in tune with durable skills that are computer resistant and involve human relationships.
  - Need to learn new technology quickly
  - Massive retirement - huge demand for replacement
  - Environment (ex. CO2)
- **AACC Debrief**
  - Career Pathways - PCC is leading the country in SNAP 50/50
  - PACBAC - applying AI to online discussion, makes suggestions on how to improve the quality of the comment, looking for a community college to pilot with.
  - Job Speaker - replacement for the WIB, technology based. Register students, matches skills to employer demand
- **Board Agenda**
  - Budget Overview—Eric Blumenthal
  - Staffing Update—Lisa Bledsoe and Cheryl Belt
  - Zone 5 Vacancy—Kali Thorne Ladd
  - OCCA Update—Denise Frisbee
  - Student Update—Mohamad Karim
  - Planning Retreat—Kali Thorne Ladd
- **Legislative Update**
  - JCSS did not include community college in the revenue package, Governor stated that she wants us in the package and will veto any package that doesn't include us
  - Employer lobby day is on April 18<sup>th</sup>

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**Ground Rules:**

- |   |                                     |
|---|-------------------------------------|
| - Be present and prepared   | - One person speaks at a time       |
| - Speak your truth and seek to understand   | - Stay on topic                     |
| - Be open to possibilities  | - Agree to align                    |
| - Start on time and end on time   | - Honor confidentiality when needed |
| - Model collaboration   |                                     |
| - Electronic devices only used for notes or to refer to handouts that we provide in advance |                                     |

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- Campaign has reached 90% of its goal, will be announced at the Gala
  - Renaissance Foundation - brainstorming potential partnerships, 500K commitment to STEM expansion
  - Strategic Planning
    - Developing questions to give to Ian Symmonds and Associates, will come back to cabinet to present
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**9:30 am Budget Update - Eric Blumenthal**

- Overview of Board presentation: Information session will go into more detail. Will talk about budget assumptions, position eliminations, strategic initiatives - YESS, accomplishments, austere but transformative
  - \$508M general fund, \$490M operational fund, \$22M fund balance, contingency fund \$30M
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**9:15am Enrollment Update - Rob Steinmetz**

- Down 7.3% as of the two week point of the term, will most likely end up between 6-7%
  - Deletion for non-payment adjustments recommended
  - Enrollment Management team in long term planning, creating more of an online focus
  - Revision to all academic web pages being made
  - Enrollment services:
    - A customer service training, managing perspective students when they are calling in, hiring enrollment service providers, coordinators of enrollment services, training recruitment staff
    - Starting to capture students majors for the first time, data will come out this fall
    - Advising redesign, advising sessions start in June - no holds for fall, may start holds in Winter, EAB Navigate starts this fall
    - Campus presidents continue to work closely with advisors
  - DDOS search is on, candidates coming to campus next week
  - Implementation of Advising Redesign:
    - Understanding the change in ADOS and DOS, urgency to move at all levels and support these folks
    - Need continuous communication for clarity about what's happening, opportunities to bring everyone together as a team, campus engagement is important. Regular meetings need to happen to help everyone get on board and create a strategy for those who don't.
    - Remind everyone that this is about the student experience
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**Action:** Gramm-Leach-Bliley Act - move to next cabinet meeting

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10:30 am *Adjourn*

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