

## **PCC Board of Directors Update**

April 2015

### **Monthly News from Portland Community College**

Dr. Jeremy Brown, President

#### **ACTIVITIES and EVENTS**

- **Cascade Campus**

- The PCC Women's Basketball team took its first-ever foray into the post-season in March when they participated in the Northwest Athletic Conference (NWAC) tournament in Kennewick, WA. The Panthers were unfortunately eliminated in the first round, but coaches and players are optimistic for another successful season next year.
- The Cascade Festival of African Films closed out its 25th annual run with a special closing night celebration on March in the Moriarty Auditorium. During its final week, the Festival paid tribute to its 25th year with retrospective screenings of the top 10 CFAF films of all time, as selected by the CFAF Committee. More than 4,300 people attended this year's Festival.
- Cascade Campus hosted PCC President Jeremy Brown in the new Student Union building for the latest in his series of "Campus Conversations." The next conversation is scheduled for April 9.
- Filmmaker and former Cascade Campus student Kerri Lynne Thorpe presented a special screening of "Welcome to the Circus," her documentary film about the Palestinian Circus School, on March 12 at the Clinton Street Theatre.

- **Rock Creek Campus**

- On April 8, the Rock Creek Campus hosted the Young Entrepreneurs Academy Investor Panel (YEA!). Sponsored by the Beaverton Chamber of Commerce, YEA! is designed to inspire 8th to 12th grade students in Beaverton to become successful contributors to the local community and economy by bringing their innovative business ideas to life. The Rock Creek Campus has been a YEA! supporter since its inception in 2013.
- Five Rock Creek Campus administrators participated in the Diversity, Learning and Student Success Conference March 26-28, sponsored by the Association of American Colleges and Universities in San Diego. The primary goal of the conference was to discuss how best to create campus climates and educational practices that evolve with today's increasingly diverse cohort of students and to commit to core values with measurable goals. Narce Rodriguez, Dean of Student Development at Rock Creek Campus said one discussion in particular will stick with her: Student retention is the responsibility of every faculty and staff member regardless of job title.
- In 1988, the Portland Central Solidarity Committee commissioned a mural to express solidarity with Central American educators, healthcare workers, and campesinos. The 12'x24' mural, designed by artist and former Rock Creek art instructor Bill Garnett, is also a memorial to the peace and justice efforts of the late Archbishop Oscar Romero of El Salvador. Titled "Struggle and Hope," the mural will be permanently attached to the west exterior wall in the courtyard of Building 3, near the entrance to the Forum Theatre on the Rock Creek Campus. It will be installed before the end of the school year.

- **Southeast Campus**

- Southeast Campus hosted a *College Night* for 4th through 8th graders from Vestal School on March 12. Vestal Principal and SUN School Program Coordinator Emily Glasgow partnered with ASPCC leaders and Tricia Brand, Associate Dean for Student Services to host more than 100 Vestal students and their parents. The focus of the event was for parents and students to learn how to pay and plan for higher education and give Vestal students the opportunity to ask PCC students about campus life and for advice about choosing the right college and career. Located two miles north of the Southeast Campus on SE 82nd Avenue, Vestal School focuses on inspiring its students to go to college; nearly 3 in 4 students live in poverty and 21 languages are spoken.
- The new Old School Coffee Shop in the southeast corner of the new Library at Southeast Campus officially opened Tuesday, April 7. The owner, Michele Wong, served coffee drinks and pastries on opening day. In a couple weeks the menu will include bubble tea, as well. Ms. Wong is from Southeast Portland and has owned and operated neighborhood coffee shops/restaurants in the past.
- According to the PCC Bond Office, PCC has a signed with Field Electric Bikes to open their newest retail location in the Student Commons at Southeast Campus this July. The retailer space will be approximately 1000 sq. feet and will front SE 82nd Avenue. The campus will be setting aside 5-10 parking spaces on the north side of Mt. Scott for retail customers. Since last fall at our Campus Grand Opening, PCC Southeast has been partnering with Field Bikes to participate in campus events and bike fairs.
- Thanks to the 2008 Bond and the PCC Board's approval for the 1% for Art Program, Southeast Campus has installed eight new art pieces on campus: four in the Library, three in the Student Commons, and one in the outdoor quad area. The quad piece is one of the four PCC 50th Anniversary sculptures developed by artist and former PCC student Niki Falkenhayn and was previously "stored" at Rock Creek for safe keeping. In addition to these new installations, we currently have six commissions underway.
- Southeast Campus will support the ninth annual 82nd Avenue of Roses Parade Saturday, April 25th. The Campus is providing in-kind support of PCC shuttles to position volunteers, student volunteers to help manage street closure, and will allow parade organizers to use the Great Hall and A/V equipment for volunteer coordination and setup. According to organizers with the SE 82nd Avenue Business Association, this is the largest outdoor annual event held in Southeast Portland. Southeast Campus President Jessica Howard will be walking in the parade with PCC students.

- **Sylvania Campus**

- The Sylvania campus's Welcoming Pole took the last step in its journey from a grove of fir trees on the north side of campus to the east entry of the College Center. Early on the morning of March 16, the 3,000 pound, 30-foot tall pole was lifted into place by Ness and Campbell Crane Inc., a 47-year-old Northwest company, while another Northwest firm, Structural 21, bolted the pole to the steel column that holds it in place. The Welcoming Pole was carved by Canadian First-nations artist Richard Hunt in 2000 as part of a learning project. He returned in 2010 to repair woodpecker and exposure damage to the pole, and again last summer to restore it for a final time. The east entry is expected to open for use in mid-May.
- President Brown hosted an informal conversation at the Sylvania Campus on March 6. More than two dozen faculty and staff attended. Topics discussed included online accessibility, systems

processes, online books, the budget, mobile access to the PCC website, outreach to new students via social media, and developmental math. Dr. Brown was also asked what he thought were the greatest strengths of the Sylvania team and how PCC might generate a culture of flexibility and helping students to utilize their skills in the work world.

- The International Education Program welcomed 177 new students spring term 2015.
- PCC's Worksystems, Inc. was awarded \$540,000 to prepare individuals who are experiencing long-term unemployment, underemployment or are military veterans for employment in Manufacturing and IT/Software occupations.
- PCC was heavily represented at the American College & Research Libraries (ACRL) conference that took place in Portland over Spring break. Library staff gave presentations, hosted a national meeting of community college librarians and led local planning activities.
- On March 12, Advancement produced the third annual "PCC Day at the Capitol." This all-day program, involving hundreds of alumni, staff, and advocates, included the annual Diamond Alumni Awards luncheon honoring outstanding alumni. Together these blockbuster events--a major focus of the Strategic Communications team--created compelling ways for students, alumni, and staff to tell the PCC story to legislators and influencers.
- Communications continues to promote the College's prioritized messages through media outreach. March wins include:
  - an influential Oregonian op-ed by David Sarasohn who featured PCC's Career Pathways in his coverage of the Portland Workforce Alliance's NW Youth Careers Expo;
  - a front-page business feature in the Portland Tribune on the Swan Island Trade Center and Career Pathways program; and
  - Oregonian and KPTV coverage of PCC student Eric Thomas and his teammates who won Portland's recent "Hack to the Future" contest.

## **AWARDS and HONORS**

- On March 22, the "Think PCC First" recruitment campaign, last year's "British Invasion" mod fundraising gala, and feature stories on PCC student Jordan Nickerson were all named best in the nation by the National Council for Marketing & Public Relations, an affiliate of the American Association of Community Colleges. These national awards validate the bold creative directions taken by PCC's communications team in recent years.
- Alicia Gonzalez, assistant coordinator of the Women's Resource Center at Rock Creek, has been invited to present a student-led social justice project at the 2015 National Conference for College Women Student Leaders at the University of Maryland, College Park, May 29. She will discuss the Intimate Partner Abuse Awareness Project, also known as the Barbie Project. The workshop title for the presentation is "How a Handful of Gutsy Feminists Use 100 Barbie Dolls to Turn a Campus Upside-Down." Kristen Martin, WRC director, said several colleges around the country have adopted the Rock Creek project model for their own awareness programs.
- Deborah Cochrane, director of the Portland Teachers Program at Cascade Campus, was honored in March by the Portland chapter of the Alpha Phi Alpha fraternity at their annual conference at

Portland State University. Cochrane was recognized for her outstanding achievements in training and educating young teachers of color in the Portland area.

## **PRESIDENT EVENTS**

- **Sunday 3/22** - Welcome speaker at National Council for Marketing and Public Relations (NCMPR) *From Jennifer Boehmer - "I was so very proud of our president who delivered a charming and warm welcome to the crowd. There were 400 communicators and 300 colleges represented. Many people approached me later and commented on our good fortune in having a president who understands and supports the value of telling the community college story. I feel the same. Thanks again, Dr. Brown."*
- **Thursday 4/2** - Testified at OCCA Budget Hearing – President Brown was asked to speak on how PCC would utilize its allocation of the Community College Support Fund Budget at \$550 million versus \$650 million.

## **IN THE NEWS**

- March 2: **Community College Week**. Portland Community College has been given a \$300,000 Williams International turboprop engine for its Aviation Maintenance Technology Program by an anonymous donor.
- March 10: **Portland Tribune**. On a recent Thursday morning the Tribune stopped by Swan Island to profile students celebrating their graduation from the Certificate Program in HVAC/R Installation.
- March 11: **Beaverton Valley Times**. The Sylvania Campus's production of "Hairspray" combines the talents of about 100 people on stage and behind the scenes and is the first musical the school has produced in more than six years.
- March 12: **The Oregonian**. Portland Community College announced that Marc Goldberg has been selected as Associate Vice President of Workforce Development and Community Education.
- March 12: **Portland Tribune**. On the WeekendLife! section's cover page, the paper reports that PCC has spritzed up the classic, "Hairspray."
- March 16: **Asian Reporter**. Renowned Korean artist attends PCC to improve English skills, host exhibit of paintings.
- March 17: **The Oregonian**. Eric Thomas of Beaverton, a mechanical engineering student at Portland Community College, was one of four members of "Team BrainStorm" that recently won Best of Show at "Hack to the Future," a hackathon.
- March 18: **Portland Business Journal**. PCC ranks No. 1 in Portland area for enrollment at a community college.
- March 19: **Beaverton Valley Times**. A half page story ran about Beaverton resident and PCC student Eric Thomas, who is proving to be an effective hack at local and national hackathons.
- March 24: **The Oregonian**. David Sarasohn wrote about how high school students at the NW Youth Careers Expo know all about financial cliffs for their generation and are often choosing community college first, especially CTE programs. He highlighted the need for funding for community colleges by the state legislature.