

## Monthly News from Portland Community College

January 2016

### ACTIVITIES and EVENTS

#### Cascade Campus

- PCC honored the life and achievements of late Board member Harold C. Williams Sr. on Dec. 2 when the basketball court at Cascade Campus was officially dedicated in his memory. Two of Williams' children, Natasha Butler and Harold Williams Two, offered remarks in memory of their father, as did College President Sylvia Kelley, Board Chair Deanna Palm, Directors Jim Harper and (via video) Kali Thorne Ladd, and Cascade Campus President Karin Edwards. The Williams children were presented with a framed copy of the 2012 Oregon joint legislative resolution recognizing their father's achievements. A plaque honoring Williams was unveiled at the ceremony and now hangs outside the entrance to the Cascade Gym.
- Students at Cascade organized a celebration of United Nations' Human Rights Day on Dec. 10, featuring speakers, presentations, information on the state of human rights around the world, and representatives from a number of prominent human rights organizations.
- Faculty and staff at Cascade held their annual Winter In-Service in the new Student Union building in December in the flexible meeting/classroom space on the building's second floor.
- The Black Student Union at Cascade Campus held a Kwanzaa celebration in the Moriarty Auditorium on Dec. 11, featuring music, dance, storytelling, and an interactive presentation of the Seven Principles of Kwanzaa.

#### Rock Creek Campus

- The largest bond-funded construction project on the Rock Creek campus is open for business. Building 5, home to more than 100 students, faculty, and staff, houses ASPCC, Food Services, the Bookstore (come mid-January), gym, Queer Resources Center, Information Desk, Social Sciences, Communication and Health Division, and the Sustainability and Learning Garden staff. The official opening of the building is set for March 2.
- On Saturday, Dec. 12, Intel sponsored and the Rock Creek campus hosted a 3D Printing workshop for 18 young women affiliated with the Adelante Mujeres Chicas program. With the goal of introducing science and technology to young women of color, the day-long event was led by students and faculty from the Rock Creek Microelectronics Technology program.
- Students and alumni of the Rock Creek Chapter of Phi Theta Kappa, Beta Gamma Lambda joined other PCC campuses in a college community service event on New Year's Day. The group cooked and served dinner to residents of the downtown Portland Sally McCracken House, a transitional home for 80 adults in recovery. The holiday dinner event has been a Phi Theta Kappa tradition for the past 17 years. The college-wide event is coordinated by the Rock Creek campus. Approximately 128 hours of volunteer service was donated by 22 volunteers who collected 450 pounds of donated food.
- A paper prepared by members of the Student Development team at Rock Creek campus has been accepted for presentation at the February Oregon Association of Latino Administrators (OALA) Winter Conference at Portland State University. The presentation, *Empowering Latino/a Youth*

*Through Curriculum, Mentoring and Parent Involvement*, will be the first time PCC has been invited to present at an OALA conference.

- Two Rock Creek campus members attended the leadership institute “Kaleidoscope” in Costa Mesa, CA in December. Dean of Student Development Narce Rodriguez and Alicia Gonzales, assistant coordinator of the Rock Creek Women’s Resource Center, participated in the four-day workshop focused on successful leadership for women of color.
- The mid-November blood drive, facilitated by ASPCC at Rock Creek collected 64 pints of blood from 84 donors including 28 first-time donors.

### **Southeast Campus**

- On Dec. 1, Southeast Campus President Dr. Jessica Howard hosted and chaired the last Public Safety Committee meeting of the year. These meetings continue to gather stakeholders and community members from the surrounding neighborhoods. Attendees included leaders of the Jade District NPI, ODOT, PBOT, City of Portland Office of Neighborhood Involvement, Portland Police Bureau East Precinct, Warner Pacific College, 82<sup>nd</sup> Ave Business Association, and representatives from many local neighborhood associations.
- Wednesday Dec. 2 marked the final Southeast Campus multicultural radio hour for the year. The program highlighted, celebrated, and embraced the diverse communities of PCC Southeast. Students discussed the connection between songs and culture. They shared music selections with the campus community during the show or performed live! Student leaders chose to interview Campus President Jessica Howard who sang and played the guitar. The rationale behind why students chose to share individual songs kept the radio hour incredibly engaging and helped the Multicultural Center meet their intended goals for the event.
- On Tuesday, Dec. 15, the Southeast campus faculty, staff, and ASPCC student leaders came together for a Campus Winter Luncheon and to finish off their support of the 9th Annual Coffee Creek sock drive and the canned food drive for the ASPCC Southeast food pantry. The Annual Coffee Creek sock drive is the Community Based Learning project that hair design and eyeglass program students complete with help from other PCC students, staff, and faculty. The goal to reach over 5,000 pairs of socks was incredibly impactful for the four homeless shelters in the PCC area that this program supports.
- On Dec. 18, the new “Sweep of Swifts” suspended glass sculpture was installed in the Student Commons building on the Southeast Campus near the SE 82nd Avenue entrance, close to the Bookstore. It is comprised of 140 small glass birds of different dichromatic colors suspended from the ceiling on the second floor. The composition is meant to reflect the flight patterns of Vaux’ Swifts at Chapman School in NW Portland. The piece is one of many installations around campus that are part of the 1% for art from the Bond and is quickly becoming a favorite on campus.

### **Sylvania Campus**

- A large group of first- and second-year nursing students who are part of the PCC Student Nurses Association (SNA) participated in “Night Strike” on Dec. 10. Night Strike is a unique opportunity for people to gather under the Burnside Bridge every Thursday night and is an opportunity for members of Portland’s homeless community to hang out, enjoy a hot meal, receive a free haircut or shave, have their feet washed, and have their old shoes, clothes, and sleeping bags replaced. It’s also a chance for community members to share in the experience, help serve the needs of the homeless in our community, invest in lives, and build relationships with the people they meet. PCC's

SNA collected socks and coats to be distributed and walked throughout the Burnside Bridge area with hot coffee and sandwiches for those in need.

## **COLLEGE-WIDE ACTIVITIES**

### **PCC Foundation**

- In December the Foundation received its largest contribution ever from a living donor with a pledge of \$450,000 from Portland resident Brigid Flanigan and family to support the hiring of additional success coaches for Future Connect.
- In January the Foundation will begin the hiring process for our final open and approved position, a new prospect and relationship management analyst that will support the comprehensive campaign.
- Sponsorship solicitations are underway for the April 16<sup>th</sup> Think Panther Gala at the Hilton. District Board Members are encouraged to host a table and invite generous friends and colleagues to attend and support this mission-critical event.

### **Strategic Communications**

- In December the Strategic Communications team launched updated 2016 #thinkPCCfirst transit designs for busses;
- Worked on a major update of brand tools and resources to include a new and improved brand book, website and DIY templates (to debut in February);
- Produced a new "Stand with PCC" video featuring Government Relations Director Meghan Moyer encouraging advocacy on behalf of the college; and
- Moved forward outreach and event logistics for PCC's Day at the Capitol event (on February 17).

### **Community/Public Relations**

- The Community Relations/Public Relations arm of College Advancement worked closely with the government relations director, Board Director Denise Frisbee, and the office of the president to create a cohesive campaign related to the SW Corridor project and local needs for high capacity transit that includes the Sylvania Campus in a study currently underway. Efforts included meetings with and/or letters to local elected officials and TriMet representatives, as well as an "In My Opinion" byliner by Director Frisbee that appeared in the Dec. 17 issue of the Portland Tribune.
- The creation of a community relations team made up of the campus community relations managers and college advancement community relations director and public relations specialist has bonded service lines across the college. Together the team is reviewing, polishing, and finalizing the first-ever comprehensive community relations plan for the college that identifies and prioritizes key community relations and public relations initiatives to support PCC's strategic plan themes college-wide and work stemming from the bond program.
- College Advancement, including both Community Relations/Public Relations and Strategic Communications, was represented in an active shooter drill led by PCC's Public Safety department and a facilitator from Concordia University on Dec. 16 for the college's Cabinet representatives.
- An announcement/press release was serviced to local media about the addition of US Bank's Karen Kervin to PCC's Foundation board, as well as the upcoming Pow Wow at Sylvania Campus slated for Jan. 23.

- Meetings were launched in December to support marketing and public relations activities for PCC's Whiteness History Month, set for April 2016.
- Support, including photography, logistics, speech-writing, recaps for media, and content for the Web site was provided by Community Relations/Public Relations for the Dec. 2 tribute to former board director Harold Williams after whom the gymnasium at Cascade Campus has been named.

### Government Relations

- Government Relations Director Meghan Moyer's focus the past month has been largely on advocating for direct, high capacity transit service to the PCC Sylvania Campus. Both Director Frisbee and Chair Palm have been actively participating in conversations with elected officials regarding the importance of serving PCC. These conversations are going well and we have gotten the attention of TriMet. Legislators have been weighing in on our behalf, as well. It is our goal to get the best possible service we can for our students and Ms. Moyer is pleased with the support PCC has been receiving. The SW Corridor Steering Committee will meet January 11th at 9 am, location TBD. We plan a big turnout to show how important this is to us.
- Preparations for the legislative session are going well and we are very excited for the 2016 PCC Day at the Capital, February 17th.

### IN THE NEWS

- Dec. 1: **Beaverton Valley Times**. Sylvania student completes Mars rover program but dreams beyond that.
- Dec. 2: **Portland Observer**. Spirit Award winner's organization near PCC's Cascade Campus serves people looking for a second chance after prison.
- Dec 2: **Community College Daily**. National community college trade publication highlighted the great work Toby Dittrich is doing with NASA.
- Dec. 4: **The Oregonian**. A new bus line will run parallel to the MAX Red, Green and Blue lines, connecting the city's Innovation Quadrant to the Southeast Campus.
- Dec. 4: **Daily Journal of Commerce**. School projects like those at PCC could cost millions of dollars more than first estimated.
- Dec. 9: **Portland Mercury**. PCC was acknowledged as being one of the first to make gender neutral restrooms a reality.
- Dec. 9: **The Skanner**. The newspaper highlighted the court dedication by the college in memory of late Board member Harold Williams.
- Dec. 9: **Portland Observer**. PCC dedicates the Cascade Campus gym's court to the late Harold Williams Sr.
- Dec. 11: **Portland Tribune**. PCC's Cascade b-ball court named after Harold Williams Sr.
- Dec. 12: **GoLocalPDX**. Fans and family of late Portland Community College Board member Harold C. Williams Sr. gathered at the school's basketball court to honor Williams' memory and name the court after him.
- Dec. 17: **Science in Portland Blog**. And when it comes to STEM, PCC has had more than a few victories in recent years — with dozens of students winning national NASA scholarships and space

grants. In highlighting the students' achievements on its website, the college points to one physics instructor as being instrumental in their success - Toby Dittrich.

- Dec. 17: **Portland Tribune**. Board Trustee Denise Frisbee writes op-ed that local leaders should give PCC a voice in mass-transit study.
- Dec. 23: **KOIN**. Vice Principal of the Year Drake Shelton of Alliance HS helped forge partnership with PCC where his students could earn career certificates in certain programs like HVAC, computers and accounting.
- Dec. 31: **Portland Tribune**. Portland Community College anticipates more than 1,000 people will attend its annual Wacipi ("They Dance") Traditional Powwow on Saturday, Jan. 23.