

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

February 2016

### **ACTIVITIES and EVENTS**

#### **Cascade Campus**

- Campus President Karin Edwards was joined by a number of leading lights from the business community as they took part in a panel discussion on workforce development at the Swan Island Trades Center in January. The discussion was moderated by Dean of Arts and Professions Dan Wenger.
- Campus President Karin Edwards was a featured speaker, along with Portland Mayor Charlie Hales, Self-Enhancement Inc Executive Director Tony Hopson Sr, and Jefferson High School Principal Margaret Calvert, during a January press conference at Jefferson High School highlighting Portland Public Schools' increased high school graduation rate. Dr Edwards commented on the positive outcomes of the Middle College partnership between Cascade and Jefferson, noting that Jefferson's graduation rate has climbed from 55% to 80% over the last five years.
- Cascade Campus hosted a special screening of "Alive Inside," a documentary film about the use of music as therapy for victims of Alzheimer's disease and other forms of dementia. The screening was organized in part by Cascade Psychology professor Dr Fred Miller whose own research has focused on Alzheimer's for many years.
- More than 100 students attended Oregon Transfer Days College Fair at Cascade during January. Geared toward PCC students interested in earning bachelor's degrees, the event featured representatives and information from a host of local and regional four-year institutions.
- The Paralegal program at Cascade held its annual Career Day in January. The event connected students in the highly-regarded program with representatives from prestigious law firms across the region.

#### **Rock Creek Campus**

- Rock Creek Campus welcomed 400 high school students and parents to PCC's Preview Day January 22. Students from Washington and Columbia counties were invited to tour 19 distinct programs based at the campus, including Microelectronics Technology, Diesel Service Technology, Auto Collision Repair, and Veterinary Technology. Students also attended sessions focused on placement testing, financial aid, scholarship opportunities, and campus resources.
- Choirs from Liberty, Forest Grove, and Scappoose high schools were featured at the Rock Creek Choirs Festival February 2. The non-competitive event was created to give high school choirs an opportunity to perform and be evaluated by college-level choir directors and to learn more about the Rock Creek music program.
- Forty-three PCC staff, students, and volunteers collected 1,524 lbs of donated food as part of the college's Martin Luther King Jr Day of Service. The group collected canned food for the Rock Creek Women's Resource Center food canteen and the San Juan Diego Church food pantry.
- Rock Creek staff members Nicole Perez and Alicia Gonzales attended the January 21-22, 36th annual Oregon Women in High Education conference in Bend. With the theme Re-Imaging Success, the program focused on professional development and leading change in higher education. Perez is an

administrative assistant with the Counseling program and Gonzales is the assistant coordinator of the Rock Creek Women's Resource Center.

- The February 4-5 Oregon Higher Education Sustainability Conference, hosted by Lane Community College in Eugene included Rock Creek and Sylvania. Campus President Sandra Fowler-Hill joined a panel discussion titled "A Common Thread: Healthy Buildings + Healthy Process = Healthy Communities." Elaine Cole, Sustainability Coordinator for Rock Creek, presented a case study, "Food Justice: Addressing Food Insecurity at Portland Community College-Rock Creek Campus," and Briar Schoon, environmental studies instructor at Sylvania, joined a panel discussion showcasing Rock Creek Campus's new Building 5, called "Leveraging Campus Buildings to Educate Occupants and Shift Behavior." The conference is a platform for empowering and inspiring change and collaboration related to sustainability within Oregon's higher education institutions.

### **Southeast Campus**

- Southeast ASPCC launched its new bike rental program the first week of winter term. This bike program, similar to others across PCC, is designed to increase active transportation to PCC and offers a great resource to students, staff, and faculty.
- Southeast Campus began its Community Emergency Response Training (CERT) classes January 14. Over 50 people signed up to take part in this FEMA-certified, on-campus training. Classes included topics such as disaster preparedness, search and triage, fire, hazmat, and rescue and extrication. Campus President Jessica Howard was among the campus leaders taking part in the program which was also open to community members as a course offering.
- January 13 the Southeast ASPCC held a Red Cross Blood Drive offering students, staff, and faculty an opportunity to donate blood to help save lives as part of the Red Cross mission. Many students, faculty, and staff took part in the event and the ASPCC continues to build upon its relationship with such a vital local community resource.

### **Sylvania Campus**

- At Sylvania's North View Gallery, a new exhibit was unveiled that featured eight mid-career artists, deeply engaged with pattern and formal repetition in the realization of visually dynamic and structurally complex works. Curated by Gallery Director Mark Smith, the display, entitled, "The Pull of Repetition," was on display through February 13.
- The Sylvania Safety Committee hosted five active shooter training sessions during the week of January 25. Led by the Sylvania Public Safety Office, with assistance from the Student Conduct and Retention Coordinator Garrett Cimino, co-chairs of the Sylvania Safety Committee Dr Sarah Tillery and Heidi VanBrocklin, and Campus President Dr Lisa Avery, met with more than 150 faculty and staff to discuss actions to take in case of an active shooter on campus.
- Sylvania Multicultural Center hosted its 17th annual WACIPI Traditional Powwow Saturday, January 23. The event featured drum groups and dancers from across the region and attracted more than 1,200 participants and 90 volunteers. Lines for the fry bread broke a record, as the wait time was as long as two hours!

## **COLLEGE-WIDE ACTIVITIES**

### **PCC Foundation**

- In January, the PCC Foundation received its largest philanthropic gift ever; a \$1 million planned gift commitment to establish a scholarship endowment from a Portland couple who wish to remain anonymous. The wife grew up on “Mt. Sylvania” near the location of PCC’s Sylvania campus. The daughter of a Swiss dairy farmer, she worked for many years to earn her teaching credential and understands first-hand the opportunities that scholarships can make for students with limited financial means.
- A former Foundation Board Member also signed a generous estate gift intention for PCC. Both gifts count towards the Foundation’s recently launched Comprehensive Campaign.
- Governor Kate Brown and Thomas Lauderdale of Pink Martini will help PCC celebrate its fifth anniversary of the Future Connect program April 16 at “An Evening for Opportunity: Think Panther.” This year’s theme is a nod to PCC’s spirit symbols – the panther and the diamond. Playing with the sights and sounds of the classic Pink Panther movies, expect a taste of Paris and diamonds, lots and lots of diamonds. Contact the Foundation office for table sponsorship or tickets.

### **Strategic Communications**

- Rollout of a new and improved brand book, resource website, photo gallery, communications guidelines, and DIY templates for a planned college-wide update of branding tools and guidelines will continue over the course of the full calendar year.
- Along with Community Relations, Strategic Communications executed an earned and social media strategy related to PCC’s upcoming Whiteness History Month, which recently garnered attention locally, nationally, and internationally, including an exceptional editorial by the Washington Post.

### **Community/Public Relations**

- The Community Relations/Public Relations arm of College Advancement worked closely with Government Relations Director Meghan Moyer, Board Director Denise Frisbee, and the office of the college 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 under way. Efforts have included meetings with and/or letters to local electeds and TriMet representatives, and a coordinated presence on January 11 at the City of Beaverton’s hearing. Voting is set for February 29.
- Public relations – specifically, crisis public relations and media relations – went into full tilt January 18 and continued, successfully, throughout the month of January. The topic pertained to the college’s upcoming “Whiteness History Month” (WHM). An online publication posted an article on January 18, which was picked up by conservative bloggers, followed by social media, and traditional media. Over a week-long period, interviews were conducted with local, national, and international press about the event’s purpose, race relations, and the mistaken assumption that the event focuses on “white shaming.” Supportive coverage appeared in publications all over the world, including an article followed by a highly supportive op-ed in the Washington Post. The college balanced creating cohesive internal messages from the Board and the president for faculty, staff, and students; monitored email and voicemail traffic and worked with public safety to ascertain threat levels; and continues to support and work with the WHM organizing committee, which is finalizing the slate of activities.
- The creation of a community relations team, made up of the campus Community Relations Managers, 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.

- An announcement/press release was serviced to local media about the college's annual Festival of African Films, slated for the month of February.
- Logistics and media availability were provided to Portland Public Schools (PPS) for a media briefing on January 28 regarding improved graduation rates, specifically at Jefferson High School, thanks to the Middle College program. Services were again provided January 29, for a town hall that PPS organized on behalf of Sens. Wyden and Merkley around the topic of college affordability.
- Logistics, public relations, and community relations planning are underway for both PCC Day at the Capitol, February 17, as well as the first ever Classified Employees Appreciation Week, March 7-11.

## HONORS and AWARDS

- In January, Southeast Campus English Department chair Jessica Johnson was considered a 2016 finalist for the Oregon Book Awards and Fellowships through Literary Arts. This specification honors the state's finest accomplishments by Oregon writers who work in genres of poetry, fiction, drama, literary nonfiction, and literature for young readers. Jessica's recent book, "In Absolutes We Seek Each Other," was listed as a finalist for the Stafford Hall Award for Poetry.

## IN THE NEWS

- Jan. 1: **The Skanner**. In the paper's "A Look Back at 2015" section, it highlighted the visit by Arun Gandhi to the Cascade Campus.
- January. **Hollywood Star News**. PCC's basketball court named in honor of Harold Williams, community ambassador.
- Jan. 7: **Lake Oswego Review**. PCC's Sylvania Campus has a 25-yard pool with six lanes and a separate dive pool to assist Lake Oswego School District, which needs to renovate it's only pool.
- Jan. 14: **GoLocalPDX**. Portland Community College will host a tour of Swan Island Trades Center and a round table discussion on how to meet workforce needs on Swan Island.
- Jan. 18: **The Oregonian**. Whiteness History Month coming to Portland Community College in April.
- Jan. 20: **Washington Post**. PCC's Whiteness History Month is a great idea. Here are 7 ways to observe it.
- Jan. 21: **Tigard Times**. PCC PowWow promises Native activities, food for public.
- Jan. 21: **Beaverton Valley Times**. Nothing can slow down PCC auto service student Ellie Steele.
- Jan. 26: **Portland Tribune**. Refugee and immigrant program struggles to find mentors, even though many of their successful completers are able to go on and succeed at PCC and other colleges.
- Jan. 27: **Portland Observer**. Workforce needs in the manufacturing sector and the opportunity to be lifted out of poverty with family-wage jobs was front and center at a PCC roundtable.

- Jan. 28: **The Oregonian**. The Jefferson Middle College achieved an 80-percent grad rate and is a model built through partnerships with multiple agencies, including Portland Community College.
- Jan. 28: **Portland Tribune**. Jefferson leads upswing in Portland's graduation rate increases. PCC's collaboration mentioned.
- Jan. 29: **GoLocalPDX**. Jefferson High School Middle College leads Portland increase in grad rates.
- Jan. 29: **Oregon CTE**. Nothing can slow down Ellie Steele in his quest of an automotive career.
- Jan. 29: **Portland Tribune**. Senators Wyden, Merkley talk college options to high schoolers worrying how to afford it, including several who plan to go to PCC.