

Monthly News from Portland Community College

April 2016

ACTIVITIES and EVENTS

Cascade Campus

- Cascade Campus President Karin Edwards took part in a special community forum hosted by **U.S. Attorney General Loretta Lynch**, held March 3 at the Blazers Boys & Girls Club in Northeast Portland. The forum addressed community policing, a subject familiar to Cascade through its ongoing neighborhood safety partnership with the Portland Police Bureau and other agencies in the community.
- As part of PCC's ongoing partnership with **Osaka Jikei Technical College**, Cascade Campus President Karin Edwards journeyed to Japan in March to serve as commencement speaker at three of Osaka Jikei's graduation ceremonies. She also had the opportunity to tour several Osaka Jikei facilities to learn more about Japanese culture and the educational system. PCC has enjoyed a close relationship with Osaka Jikei since 2008 when the school began sending groups of exchange students to Portland.
- The Cascade ASPCC held a series of events during the first week in March in honor of **Women's History Month** that included art installations, film screenings, and lectures.
- The **Cascade Festival of African Films (CFAF)** wrapped up its 26th year during the first week of March, with its annual "Women's Filmmakers Week" held in honor of Women's History Month. Final attendance figures for this year's CFAF have not yet been compiled, but organizers estimate cumulative attendance at about 5,000 people.
- Cascade Campus launched its "**Common Hour**" initiative in March in conjunction with the start of Spring Term 2016. Common Hour is an effort to set aside one hour, from 1 to 2 p.m., on Mondays and Wednesdays during which few classes are scheduled (the exceptions are some CTE and science courses with lab components that are hard to reschedule). The resulting block of unscheduled time can be used by the campus to come together for events such as lectures, performances, meetings, workshops, shared meals, and so on. Ideally, the Common Hour could help foster a closer-knit campus community by enabling Cascadians to spend more time with one another enjoying common activities.
- Cascade Campus continued its "**Welcome Week**" program (begun in Fall Term 2015) during the first week of Spring Term 2016. Throughout the first week of term, staff, students, and faculty staffed several tables set up at high-trafficked areas of campus in order to help students (especially new students) find buildings and classrooms, locate student services, and obtain information.

Rock Creek Campus

- Rock Creek hosted 30 high school students on March 23 as part of the **SEMI High Tech U science workshop**. Focused primarily on microelectronics, the program “provides secondary school students with an intensive three/four day, industry-led introduction to the high tech industry, potential career paths and education requirements to meet their goals.”
- The March 5 **Women in Science Day**, sponsored by SOLVE, drew approximately 150 girls from area schools to Rock Creek Campus, as well as several representatives from local tech industries. Students participated in roundtable discussions with women scientists and had the opportunity to plant native plant species in the Rock Creek Environmental Science Center.
- The PCC Rock Creek Chorus traveled to Seattle March 30 to April 2 to attend the **2016 Emerald City Choral Festival**. This is the first such trip for the Rock Creek Chorus. Student sang with a large professional orchestra in an ensemble of 200 other singers from various choirs from across the country. The Rock Creek Chorus is under the direction of Pollyanna Hancock-Moody.
- On March 10, Rock Creek and the Bond Office hosted a **Washington County mandatory neighborhood meeting** to give campus neighbors an opportunity to discuss the construction of the farm custodian’s residence at the west end of campus. Guests included Washington County Commissioner Greg Malinowski and CPO7 Officer Martha Moyer.
- Approximately 20 members of the PCC Advancement Team joined Rock Creek campus leaders and students April 1 for a day of tours, a student-led lunch discussion, and a presentation by **Christian Kaylor, workforce economist for the Oregon Employment Department**. He provided data analysis relating to the Portland economy and discussed Columbia and Washington County manufacturing trends.

Sylvania Campus

- On March 8, students, staff and faculty at the Newberg Center, along with Building Construction Technology faculty and natural builder Bernhard Masterson and Donna Bezio from FMS participated in a charity for the **Newberg Center Learning Garden cob shed**. The shed will be built this summer and is funded by the TGIF grant.
- Academic Adviser Michele Maxwell and Jobs and Internship Specialist Gary Coleman represented the PCC Computer Technologies Division at **Beaverton School District's Career Technical & Experiential Education Fair** on March 8 at Merlo Station High School. They talked to numerous students and parents about computer technology careers and the various PCC educational degrees and certificates that would prepare them for this growing and competitive industry.
- High school students from the Portland Public Schools participated in a **Science Expo** in the CC Mall on March 10. The Science Expo was a celebration of high school students’

skills in computer science, science, math, and engineering. Along with sharing their exhibits, students were given a tour of the Sylvania Learning Garden, Imaging Technology Labs, Makerspace, Environmental Center, Physical Science classrooms and labs, and other campus resources.

- On Thursday, March 10, PCC's Radiography and Medical Imaging programs hosted a tour and celebration of its **recently renovated facility and new equipment**. Almost 100 guests received up-close-and-personal time with the programs' new digital state-of-the-art labs, which were paid for by the 2008 voter-approved bond measure. The upgrade replaced out-of-date analog imaging with the digital equipment used in medical facilities today. This will help students to train on industry standard technology and provide health providers with expert radiology and medical imaging workforces.
- On March 16, the Counseling and Advising area unveiled new artwork created by student-artist Richard Cortez featured on the walls of the new built-out work area. This is the beginning of an exciting partnership between Counseling, Advising, and the Art department to feature **student artists** and make the space a more welcoming environment.

COLLEGE-WIDE ACTIVITIES

Financial Aid

PCC Foundation

- More than 500 guests were expected at the April 16 grand celebration for student success. Governor Kate Brown and Thomas Lauderdale, China Forbes and members of Pink Martini helped us raise funds and commemorate the 5th anniversary of Future Connect.
- The PCC Foundation welcomes three new board members: Senator Chip Shields, Senator Margaret Carter, and former Howard S. Wright CEO Dale Pellow. The entire Foundation Board is participating in a 1:1 story telling coaching experience to help board volunteers advocate for support for PCC. This work is part of the communications plan for the Foundation's first comprehensive campaign.

Strategic Communications

- Strategic Communications launched the first PCC Classified Employee Recognition Week in partnership with the PCC Classified Union, featuring videos and profiles of each of the five winners on the pcc.edu homepage. Engagement on social media was significant for this first-ever celebration.
- In conjunction with many partners across PCC, Strategic Communications completed a comprehensive internal and external communications strategy in anticipation of Whiteness History Month.

Community/Public Relations

- Community relations and Public relations have participated in a series of conference calls throughout the month of March with Boeing, legislators, Greater Portland, Inc., four-year universities, and many other stakeholders as we plan next steps related to an Advanced Manufacturing Research Center in Columbia County.
- There has been a seat at the table for community relations and public relations related to the following bond activities: planning for the bond renewal levy with the help of a consultant, planning for completion celebrations for both Rock Creek and Cascade campuses, and migration of content from the bond web site to PCC.edu.
- Public relations and community relations supported the Rock Creek Campus' efforts to celebrate its Building 5 bond project on March 2. This included publicity, photography, and more that was used on the website.
- The Community Relations/Public Relations college-wide team lent its support to Classified Employees Week, the week of March 7. Articles were written for the website (as a web feature that week), photo shoots and video shoots took place, and accolades were arranged to take place during the Board dinner and public Board meeting that month.
- Community Relations/Public Relations continues to play a large role in the support help of planning efforts related to "Whiteness History Month" in April. This includes arranging conference calls for planning and logistics, determining public safety needs, mitigating concerns related to resources and service lines for those in need, and supporting college-wide communications and media relations.

Disability Services

- Disability Services Director Kaela Parks presented for the Oregon State Bar Disability Law Section on March 11 and at the International Technology and Persons with Disabilities Conference on March 22.
- The PCC approach to ensuring accessibility of technology was featured in the April issue of "Disability Compliance for Higher Education."

Grants Office

- **Oregon Department of Education CTE Summer Bridge Program \$176,794**
The grant will support the PCC Digital Design Summer Programs for Middle and High School Students. 100 "historically under-served" middle and high school students each (50 middle school and 50 high school students total) will participate in Summers 2016 and 2017.

PCC's iDesign Workshop is a one-week tech entrepreneurship camp for middle school children. Each of the participants will receive their own electronic cutting machine (aka vinyl cutters) and learn how to use them to make custom decals, t-shirts, and etched glassware. Basic marketing and money management skills will also be introduced to help students launch their own micro-businesses as a means to generate income and gain self-sufficiency skills.

The high school program will enable students to earn a 12.5-credit Digital Design and Fabrication Certificate. Students will take 7.5 credits at Sylvania in the summer. Through their local high school Dual Credit and CTE programs, the students can take the remaining 5 credits during the school year.

HONORS and AWARDS

- Portland Community College has received the Tree Campus USA award for 2015. Created by the Arbor Day Foundation and sponsored by Toyota, the honor recognizes PCC's exemplary commitment to the selection, protection, and sustainable management of the thousands of trees that enrich its 1,500 square-mile footprint. A formal Tree Campus USA award was presented to PCC at Rock Creek Campus April 5.
- Strategic Communications took top national honors for the second year in a row at NCMPR's Paragon Awards, which recognize outstanding achievement in communications at the nation's community and technical colleges. "Think PCC First" was recognized as the nation's best recruitment campaign and the best ad series. Evaluators lauded PCC's campaign for its powerful and unusual advocacy for higher education transcending the usual selling points for community colleges. PCC is the first college to win the recruitment campaign gold twice in a row.
- Heating ventilation and air conditioning system upgrades in buildings 2, 7, and 9 at Rock Creek resulted in the awarding of a check on March 18 for \$19,800 from Energy Trust of Oregon. It was a great finish to the first year of the Strategic Energy Management (SEM) program and it set the bar for future endeavors. The \$56,000 in avoided utility costs at Rock Creek, measured against weather-corrected baseline data, were recorded between September 2014 and September 2015 and focused on mechanical fine tuning. The winning team includes President Fowler-Hill, District Energy Manager Laura Ward, District Sustainability Manager Briar Schoon, Rock Creek Sustainability Coordinator Elaine Cole, Rock Creek Associate Maintenance Manager Mitch Kilgore, and Maintenance Technician at Rock Creek Doug Jay.
- Sylvania Campus Department Chair in Gerontology Jan Abushakrah was named the recipient of the 2016 Hiram J. Friedman Mentorship Award by the Association of Gerontology in Higher Education (AGHE). The Hiram J. Friedman Mentorship Award is given annually to a member who is nominated by his/her peers for their work as a mentor in the field of Gerontology. She received the award at the AGHE's annual meeting during the first weekend in March in Long Beach, Calif.

IN THE NEWS

- March 3: **The Oregonian**. Oregon lawmakers have agreed to spend \$7.5 million for a technical training program in Columbia County, to be led by Portland Community College.
- March 3: **Beaverton Valley Times**. PCC's Hermanas Conference aims Latinas to STEM careers.

- March 3: **Beaverton Valley Times**. PCC Theatre Arts Program's production of "Arabian Nights" made news in Pamplin Media's community calendar, Out&About.
- March 4: **Hillsboro Tribune**. More than 225 girls from Hillsboro, Beaverton, Forest Grove and Portland metro area high schools participated in the Hermanas Conference, which was sponsored by PCC and Intel.
- March 4: **Hillsboro Tribune**. PCC, partners announce ambitious research center plans for Columbia County.
- March 9: **ADEA.org**. The organization highlighted the Tilikum Bridge Project, a partnership between Oregon Health & Science University School of Dentistry and PCC that allows dental students to simulate what it would be like to run their own practices.
- March 9: **St. Helens Chronicle**. PCC, Boeing plan training facility and research center based on UK partnership.
- March 10: **Portland Tribune**. PCC dismisses critics, urges citywide talks about privilege, systemic racism.
- March 10: **Portland Tribune**. The Oregon Legislature made Portland Community College happy when it authorized \$7.5 million for a new manufacturing research center in Columbia County.
- March 10: **Lake Oswego Review & Tigard Times**. "Arabian Nights" production by PCC's Theatre Arts program made big news.
- March 11: **South County Spotlight**. Manufacturing research center could transform Columbia County thanks to PCC partnership.
- March 23: **KXL Radio**. The news station interviewed Briar Schoon about the college's designation of being just the fourth college in the nation becoming part of Bee Campus USA.
- March 23: **Portland Tribune & Forest Grove News-Times**. PCC was just named a Bee Campus USA for its work promoting the benefits of pollinators.
- March 24: **OPB**. At PCC visit, Bonamici pushes for increased safety on college campuses.
- March 26: **Portland Tribune, The Oregonian & Portland Mercury**. In his final City Club speech, Portland Mayor Charlie Hales hailed a PCC public safety academy partnership that prepares young people for police, fire and emergency communications jobs.
- March 29: **The Oregonian & The Skanner**. Portland Community College is ramping up the publicity for its "Whiteness History Month," which includes some 100 events scheduled at four PCC campuses and at community centers across the city.