

PORTLAND COMMUNITY COLLEGE - BOARD OF DIRECTORS
12000 S.W. 49th Avenue - Portland, OR 97219

MINUTES
BOARD OF DIRECTORS PLANNING SESSION
Century Hotel, Tualatin, Oregon
August 26, 2005

BOARD ATTENDANCE

Present:

Denise Frisbee, Jim Harper, Jaime Lim, Doreen Margolin, Karen McKinney, Bob Palmer, Harold Williams

CALL TO ORDER

The meeting was called to order by Chair Williams at 9:00 AM.

APPROVAL OF THE AGENDA

The agenda was approved as published.

DISCUSSION OF BOARD ROLES AND RESPONSIBILITIES

Announcements

President Pulliams welcomed the Board and provided an overview of the day's program. He then conducted team building exercises related to getting to know each Board member's individual hopes for the future.

Board Roles & Responsibilities

President Pulliams along with Susan Bach reviewed the roles and responsibilities identified by the Board at the September 1, 2004 planning session for the Board, the Chair, Board Members, Process and Format, the Board's Expectations for the President, and the President's Expectations of the Board.

The review of the Role of the Board determined points 4 and 5 be combined since their content is so similar. Points 1 and 11 for Role of the Chair are really the same. One will be removed to avoid redundancy. No changes were identified for Expectations of Board Members.

Process and Format was discussed at some length. Director Margolian suggested that once or twice a year an annual calendar listing expected meeting outcomes should be distributed to the Board to ensure important issues are dealt with. Director Williams stated an open format rather than a rigid calendar allows issues to be dealt with as they

come up. Director Margolin suggested President Pulliams apprise the Chair of necessary items to be included on the annual agenda as needed.

Director McKinney stated that the student newspaper, *The Bridge* was an important tool for students to express themselves and should not have been eliminated. Discussion followed and it was decided nothing should be done to resurrect the newspaper at this time.

Director McKinney suggested broadcasting Board meetings on radio and/or television. President Pulliams stated this topic is to be covered in the marketing plan presentation in September or October by David Goldberg. Director Margolin feels broadcasting Board meetings would be inhibiting to the meeting process.

Director McKinney stated meetings should be conducted in outlying areas more often than they currently are. Chair Williams concurs and further states that having meetings in the outlying areas could generate additional support for bond levies. Director Harper said people in outlying areas of the district desire Board meetings be conducted in their areas. He reported a conversation with a Scappoose resident who feels their area is not adequately seen because Board meetings are not held there. Chair Williams agreed, Board meetings need to be planned annually in each of the seven zones in the district.

Chair Williams requested exploring the possibility of providing amenities such as health insurance or legal service for Board members to compensate their time and service to PCC. Director Palmer concurred and added the possibility of being paid a small stipend. Director Margolian stated that in Oregon amenities for members of state Boards are not lawful and advises the College attorney be contacted before any decision to provide any benefit to Board members. Chair Williams, a long term volunteer, says the world view is that board members are less highly regarded because they do not treat themselves with respect of payment of some kind for the work they do while serving on the Board. Director Margolian stated if Board members want to make that kind of change they need to lobby the legislature to change current Oregon law. She believes the Board should work for students rather than amenities for the Board. Director Frisbee reframed Director Williams' concern by asking the question "What would it take to make board positions attractive to others who may be willing to serve?" President Pulliams suggested looking at facts by an environmental scan through ACCT.

President Pulliams said the list of Board's Expectation of the President is appropriate. Director McKinney believes all 12 items are relevant but the range of duties balanced against time available to do them might be disproportionate and she would recommend prioritizing the listed items because they are not doable in the President's working hours. President Pulliams assured the Board he is comfortable with work as listed but will abide with the Board's wishes should they choose to make changes.

President Pulliams had no request for changes to the listed items on the President's Expectation of the Board.

Director Margolin stated that point two in the Board Goals regarding facility priorities may be worded too narrowly. Chair Williams asked if the college has evaluated the cost to maintain the current new and old facilities? He also asked if that cost has been projected in long-range budgeting. President Pulliams said the cost of maintaining all current new and old facilities is included in long-range budget planning.

Director McKinney addressed point seven by saying she believes that whether a new bond measure is successful or not, accessibility of education for students throughout the District is very important.

President Pulliams told the Board the requested changes to the Board Roles and Responsibilities lists will be made and presented at the next Board meeting.

PLANNING SESSION

President Pulliams presented an overview of the afternoon's program.

Accreditation Update

Nan Poppe, Interim Vice President Academic and Student Affairs reviewed the commendations and recommendations of the Northwest Commission on Schools and Colleges (NWCCU) successfully completed accreditation process for the College. The evaluation and visit was in April of this year.

The NWCCU gave the College four commendations in the areas of dedication to student success, well-designed and maintained facilities and grounds, innovative programs and services, and faculty's role in ensuring academic integrity of curriculum.

Four general recommendations for improvement were presented. Three require administrative response by May 2006. General recommendation 1, Standard 2.B.2, states the College should identify and publish learning outcomes for each of its degree and certificate programs. General recommendation 3, Policy 2.1, is that programs using related instruction have clearly identified content that is pertinent to the general program of study taught by appropriately qualified faculty. General recommendation 4, Standard 3.B.6, is that evaluations of student service programs be consistently used as a basis for program changes. General recommendation 2, Standards 2.B.2 and 2.B.3, is that the College develop a method of assessment that assures students who have completed their programs have achieved expected learning outcomes. The Committee further recommends the College demonstrate how results lead to improvement of teaching and learning. Recommendation 2 should be integrated into the EMP and be a priority in the Areas of Institutional Focus for 2005-2007.

Mission Renewal and Educational Master Plan Update

President Pulliams said the Board has asked for a periodic update of how the College is doing according to the schedule for the EMP, the core to planning and activities initiated during the year. The EMP is also a review of College mission and values and is linked to budget operational plans as well as the need to regularly assess the College's

progress and results. In terms of the overall College mission it's time for it to be reviewed. The last mission renewal review was in 1988.

Ms. Bach presented an overview of the EMP using a flow chart diagram to graphically present how the mission, vision and values of the College relate to the EMP. The mission, vision and values create the foundation of everything the College does. From these the Board developed a series of goals.

This review brought facts together to create a guide to begin talks about the future and facilities. Cabinet identified a subset to the EMP, Areas of Institutional Focus.

Throughout the 2005 – 2007 biennium both areas need to be tracked and monitored and need to flow into operational and long-term plans and budget planning.

Following Board approval of the EMP, a planning council identified specific activities that need to be completed first. Those became the areas of institutional focus. The planning council prioritized those duties and presented the list to Cabinet who in the fall of 2003 narrowed the list to what is currently being worked with. It was agreed the list would be reviewed and revised every two years.

Last year's review demonstrated a lot of planning and organizing around the areas of institutional focus but little tangible result. Results this year show substantial progress in many of the areas of focus. Four overarching themes emerged from last year's report: student success; access and connection to students and community; innovation and leadership; and organizational effectiveness.

Distance Education has opened doors to learning opportunities for students. The number of projected on-line classes has doubled this past year. On-line degrees are being offered which means access is being created in new and different ways for students. Education Pathways programs have been developed for career programs and students transitioning from developmental skills programs into regular college work. Education needs a plan to transition students to their next step to assure student success.

Classes have been converted from three to four credits to allow students to more easily move from Community College to Oregon University System (OUS). The Educational Advisory Council (EAC) has recommended and the District President has approved a plan to create a testing method to better ensure students taking prerequisite general education classes successfully gain skills. The challenge for this is to be sure testing does not act as a barrier to students.

Significant numbers of the College's student population are not native English language speakers. This next year the College will place more emphasis on the success of these students by merging the current programs serving them into a comprehensive program for English Language Learners. Language labs will help students enter classes at higher levels because of language and technology skills learned while working in the labs.

Enrollment management is a tool that allows the College to focus on student retention and student success in classes. Getting students into classes, keeping them there, and helping them succeed are its goals.

Improved access and connection to the College is being provided with the Southeast Center, the Center for Business and Industry, MyPCC, and Distance education.

Nan Poppe reports that Southeast Center has created more education access for the East side community. Southeast students can now complete course requirements for the first year of General Education and work is well underway to add second year General Education courses.

The Center for Business and Industry has changed how the College does business with business. The College is connecting with students and with the community by providing better access through a variety of methods with technology leading the way.

MyPCC has made an impact on the College in terms of how the College communicates with students, faculty and staff. Internet access to MyPCC has provided remote access for students to the College, to instruction, to components of instruction, and to services. The potential for MyPCC's future is far reaching.

High-tech and high-touch are terms used when working with some students. High-tech allows the College to utilize technology to reach many students who have basic questions, are fairly self-sufficient, and can learn on their own. High-tech teaching saves staff and faculty time for high-touch connections for students in need of more assistance, and who need more face-to-face instruction. Using high-tech and high-touch methods of instruction is a smart approach to meeting student needs and put resources where they are most needed.

Innovation and Leadership are demonstrated by the College's long-term cutting edge role in workforce training as well as the more recent development of computer aided language labs. Other institutions want to replicate some of the projects the College is doing. Gateway to College is a grant funded project to replicate one of the College's alternative programs at other institutions. The State is looking at the Pathways program as something other community colleges in Oregon should be doing in terms of moving students into curriculum and then into careers. The College is also taking leadership roles in a variety of areas around the state including state and regional workforce development. A great deal of work is being done in the area of organizational effectiveness. By strengthening our own infrastructure the College can respond to a variety of needs as they arise.

Innovation in using technology for course re-designs and solving problems efficiently is reducing the need for additional people resources. Making course materials more available to students, incorporating more external sources through technology into the curriculum provides students more access to information that may not otherwise be available to them or would be more difficult for them to find on their own.

The “Grow Your Own” programs for leadership training, mentoring and development of strategies to take the College to the next level in terms of diversity, cultural understanding, and cultural competence are progressing well.

Cabinet reviewed the progress PCC has made on the EMP goals for the 2003 – 2005 biennium. Areas of focus have been reevaluated to determine which goals need to remain as areas of focus and which are ready to be institutionalized in the 2005 – 2007 biennium. Those recommendations are documented in *Draft 2 of the PCC Educational Master Plan – Institutional Focus 2003-2005*.

President Pulliams then asked if there were questions about where the College is in the EMP process.

Director Margolin suggested that there be a tab added to MyPCC for the Board. President Pulliams asked Leslie Riester to look into that possibility.

Director Margolin asked if there is any plan to add a fourth comprehensive campus. She believes this is a policy decision and wonders when the Board will discuss it. Her questions stem from Strategic Direction 2, Facilities, Next Steps bullet “continue to grow toward comprehensiveness”. Dr. Pulliams responded that plans for this change are very general at this point because the decision to make Southeast Center a comprehensive campus has not been established by the Board as a policy.

Ms. Bach stated the current Educational Master Plan with recommendations for areas of institutional focus for the 2005 – 2007 biennium will be given to the Planning Council this fall with the request for their responses. Cabinet will use those responses to finalize the EMP – Institutional Focus report. That report will then come back for Board review.

Renewal of the Mission Statement

The College Mission Statement has not been renewed since 1988. Over the next year it will be reviewed to determine what changes might be needed to update and affirm it to more clearly represent the College as it is now and how it is poised to be in the future.

President Pulliams asked the Board if they agree that now is the time to update the Mission Statement.

Director McKinney feels the current Mission Statement was adopted a long time ago and it needs to be renewed. It is too long, needs to be shortened to maybe one or two sentences. She believes the Board needs time to look at this and not be driven to do it fast.

Director Harper asked if the Board is just a reviewing body or if they are expected to participate in writing the Mission Statement.

President Pulliams advised that is a Board decision and he does not know the history of the process in the past.

Ms. Bach explained the Mission Statement was written outside the Board and then approved by the Board.

President Pulliams responded to Director Harper's question telling him the he would not be directly responsible for writing the renewed Mission State but it will be brought to the Board because in effect it is policy.

Chair Williams agrees with Director McKinney that the Mission Statement needs to be shortened but the Board will need to carefully review changes before approving them.

Director Margolin believes changing the Mission Statement is policy and that it is the Board's job to do it. She agrees with Director McKinney that it's probably time to look at it since it has not been renewed since 1988. Director Margolin believes that missions don't necessarily change and she wants to be sure the message of the College's Mission Statement is not compromised by shortening it.

Ms. Bach responded that the 1988 Mission Statement was written by staff and that it may have been at Board's direction. The decision to rewrite the existing Mission Statement came about because the previous one did not capture what the College did.

Chair Williams said that from a historical perspective the discussion of that earlier period was making it clear that the Mission Statement is policy and the Board sets policy. The Board's intent is not to micromanage and careful consideration will be given to proposed changes.

President Pulliams responded to Chair Williams by stating that one of the goals of the process is to bring us all together to create a renewed interest in the College's overall direction.

Director McKinney said the Mission Statement drives the task and focus of the college. She doesn't necessarily believe the Mission Statement needs to be changed, only updated.

President Pulliams would like to pursue the inclusive process used last time for renewing it and then submitting it to the Board for review and approval. He believes the Mission Statement is important because it drives everything the College does and it makes a lot of sense for everybody to be engaged in the process of its renewal.

Environmental Scanning: Lessons Learned

President Pulliams stated environmental scanning is our way of looking at our environment. To determine what is out there, what should we emphasize and what should we pay attention to? This is not a perfect process but it is the beginning of a process that will outline for us, as we talk about facilities later.

Ms. Bach reviewed for the Board anticipated regional population growth for the Metro area through 2040, where population concentrations are likely to be, regional transit plans for the next three to five years, population diversity, student preparation for

college, Metro employment statistics, anticipated need for education and training, and what the implications of these facts are for the College.

Director Margolin commented that the K-12 population is expected to grow only 40% while population in general is expected to grow by 90% by 2040. The K-12 partners have also noted they are seeing more special needs students and those students will come to PCC unevenly and under prepared. Suburban enrollment is growing and urban enrollment is declining a little bit. President Pulliams noted that diversity, culture, and language are creating barriers for new incoming students.

Chair Williams asked if in addition to the College's move toward technology has there been a study of the infrastructure? Will the College need as many teachers and buildings?

President Pulliams explained that data is saying the College is going to need more facilities with more but different kinds of staffing. The College will have new student populations in terms of returning adults, workers, workforce training, and others. Courses and programs have been identified that will become critical. We will need more staff and faculty but they may be working with a different student population that may create the need for a different focus. Instead of traditional classroom buildings the College may be looking more at the way it is interacting with workforce development and workforce training. Students coming to the College for workforce training may also need English Language Training. The College will need more staff and faculty, but their work will be different than it is today.

President Pulliams reiterated that this is information the College will use to form the basis regarding programs, facilities, locations, and accessibility. He then asked for questions or comments regarding Ms. Bach's presentation.

Chair Williams said that Dr. Paul Hill, Sylvania Campus President, told him that technology is going to produce the need for more staff rather than less. Director Williams asked if that is an issue Marketing should address so the public understands that need.

Dr. Hill responded that one of the misconceptions about technology when it comes to educational programs is using technology should create less need for faculty and staff. In many areas technology creates less need for people. When technology is used to deliver education the expectation from the student is that they have more ongoing and deeper engagement with faculty members.

Mr. Goldberg offered that technology allows some of programs the College now teaches on campus to be offered to remote students. This provides the College an increased market potential. Technology benefits Nursing students through simulation labs allowing Nursing students exposure to fairly risky procedures. Students can learn these procedures in an environment where they can make mistakes without risk to human patients. Technology is providing access to education but it will not save money or require fewer people to deliver education.

Director McKinney lauded Ms. Bach's presentation and states that she appreciated learning of anticipated events and how that will affect education and the way it is delivered. She said the report also indicated to her the three current comprehensive campuses are not going to be located strategically to provide the best access to students coming to PCC. She is in support of current locations for comprehensive campuses but the population growth will be in suburban areas and she would like to see more focus placed new methods of delivering programs to students.

She reported on an article about approaches to delivering education by other area education institutions and their approach to location of their classes and programs. Director McKinney said the College Mission Statement talks about accessibility and affordability but does not believe PCC is really accessible. She reiterated her belief that additional campuses need to be built in student rich industrial areas.

Chair Williams then asked Director Margolin if a decision had been made to extend the discussion. Director Margolin replied that while she appreciated Director McKinney's comments there is a difference between the number of people in an area and how much the population is growing. Even though Ms Bach stated the periphery is growing quickly, the map shows the College campuses are, and in 2040 still will be, where the population is. Data does not indicate enough change for that not to be the case. Based on current information she believes the present campuses will continue to serve student needs for the next 35 years or so.

Director McKinney then questioned the wisdom in being so concerned with roads, parking lots and parking structures when public transportation is supposed to become more available. She asked how students will get to campuses and where are they will park when they get there and adds this needs to be weighed against costs and existing facilities or the College will continue expending more resources.

Facilities Investment Plan

President Pulliams said Cabinet is still engaging in discussion at the campuses and throughout the district and that he needs more time with the Campus Presidents, the staff and faculty to gather their input. He then invited David Goldberg and Wing-Kit Chung, Associate Vice President of Finance to talk about the process and plan.

Mr. Goldberg and Mr. Chung offered preliminary information about an investment program to support the Educational Master Plan. Major elements of the plan include establishment of a District office facility that would house most District-wide functions, full build-out of the Cascade campus with associated land acquisition, continued development of Rock Creek with a comprehensive modernization of professional/technical education infrastructure and addition of a classroom/"PCC Partners" building, continued development of Sylvania Campus and Sylvania Programs including construction of a PCC medical programs facility at a major hospital center, continued development of Southeast toward comprehensiveness with associated land acquisition. This proposal would also address critical District-wide needs, such as student services; student physical asset and information security; transportation

(including but not limited to parking); technology infrastructure; and childcare. Envisioned time for the bond initiative is the 2008 election.

President Pulliams commented about the information presented by Mr. Goldberg and Mr. Chung saying where and what District Offices are going to look like will require long discussion. Moving the offices to a central location would create some efficiency but not having them on a College campus would result in reduced contact with the District. Another reason for moving District offices off campus is that having them on an academic campus uses space that could be converted to classroom space that would generate FTE.

In response to Director McKinney, he would like to see the college generate revenue, to buy land in Southeast Center area, have some type of partnership, or an allied health campus. The College should find out what the driving needs are and where shortages are in the allied health field. He agrees that the College should take a look at these options but remember to balance benefit and cost in that process.

Director Margolin stated there is a small amount of state matching money available for schools and she believes the College should identify a need and apply for funding for it.

She also asked if the option of building a new facility for the District offices at Rock Creek had been explored and if not, why not since the College owns land valued at about \$3 million and some of that could be used.

Mr. Chung responded that the school charter was in Multnomah County and that changing the location of District offices to Washington County might create a legal problem for the College. Director Margolin advised that relocating to Washington County would not create a legal problem.

Mr. Goldberg outlined the proposed timeline and process for the \$260 million bond election for May or November 2008. He requested the January Board Retreat be focused on deciding whether to authorize a bond election in 2008. If approval to go forward is granted, a marketing plan outlining how the election will be sold to the voters will be brought to the Board in a few months.

President Pulliams added that the Governor allocated additional funds for Community Colleges in the budget process this year and that some colleges received capitol construction funds from the state. This is important because it sets a precedent with the state to ask the state for construction money. Parking at Cascade is inadequate. With the proposed construction it will be worse. If the parking issue is not addressed up front the College will suffer the consequences in reduced FTE and student dissatisfaction.

Chair Williams asked about economic impact to the College due to the limited number of current parking spaces. Parking will become an obstacle because at the end of the current bond process we may have 17,000 new students. That means only 836 parking spaces are planned to serve 30,000 students.

Director McKinney added the best way to demonstrate the College is the best investment with the least amount of dollars used is with outreach.

President Pulliams talked about the possibility of selling the College's interest in Capital Center and investing that money into moving further out toward the Hillsboro area, to buy land to control expansion out near the Max. He also talked about partnerships and advised the College be vigilant when evaluating their benefit to the College. Only partnerships in which the College owns and maintains control and there is significant value to the College should be considered.

He discussed implications for PCC for the next year or two regarding the critical need for student preparation. The College is going to continue to get students right out of high school, students who are not prepared for college level work, and new immigrants in the community who are not ready to enter the job market. Student preparation will be key and will be reflected on our current prerequisites. The ESL program is being revamped and there will be renewed focus on worker training. The numbers tell us that the real action, the real growth will be in preparing a skilled workforce.

He then talked about a visit to Intel he, Director Harper, and Mr. Goldberg conducted. They were very cordially welcomed. Intel offered money, internships, and scholarships. Intel is interested in PCC students with good scientific and math skills. When livable wage jobs in this region were discussed Intel said the starting salary for employees with an associate degree is \$44,000; with overtime that can increase to \$60, 000.

Director Harper said he worked in the high tech industry for a number of years and is very familiar with Intel. He talked about the relationship Intel enjoys with PCC. For some students Intel trains, pays for tuition, provides 20 hours of paid work a week and provides benefits. This prepares students for entry-level jobs, jobs that Intel pays workers \$40,000 annually for. Intel needs about 100 replacement workers every year and they look to PCC to provide that trained workforce. Intel is willing to pay the College to train their employees at no cost to the employees so they will have a trained workforce. Another benefit to students is there are several high-tech clean room operations in the local area that have the exact same needs so students have many job opportunities to look forward to. Mr. Goldberg noted the industry is starting into an upswing and is predicting a very strong future in computer chips. Intel needs workers and PCC will provide students who want to do the work. By meeting Intel's need the College will strengthen this important relationship even more. Follow up meetings with Intel are already scheduled.

President Pulliams concluded by saying that in terms of funding he doesn't see an end to the College's concerns about state funding. The College will have to get smarter and work harder in terms of lobbying. Industry partnerships are available, the College just has to find them.

Staff Development & Professional Development

Dr. Susanne Christopher reviewed for the Board Members the last two years in Staff Development; in particular the six-week Leadership Development Training. First to

complete the training were the College's Managers. Training was delivered in a format that allowed them to build their own connections and relationships. There is a lot of change and they don't know who each other are. All 166 completed the training and found it to be worthwhile. The College can't accomplish the important goals it has set for itself unless we have the faculty, staff and administrators to do it. The training has been expanded to include about 150 classified lead workers and AP coordinators. The first six-week series has been completed and the second series will begin soon.

In the course of these training sessions it was determined that people would like targeted workshops designed for specific groups or subjects. The managers will soon have the opportunity to participate in a workshop named "Crucial Conversations" to help them learn ways to have the tough or delicate conversations. There will also be a new workshop, "Fostering Leadership Development and Growth", that will help participants increase their ability to qualify for a different type of leadership job than they are currently in. These are the emerging leaders, the people who are not necessarily in a Dean role, but might like to work toward that role. We are working to identify professional development needs for faculty particularly around leadership. We've just revamped the Career Development Program for classified employees. Career Development Internship is another new program that allows classified staff either job shadow or work on projects outside their current jobs to give them the skill sets to help them be competitive for some kind of movement either in the College or in another organization. Organizational Development is the newest addition. Its goal is to help PCC make the infrastructure work better. We have so many good people here and it's just a matter of sitting down and having some conversation.

Marketing Strategies

Mr. Goldberg described some of the marketing strategies his department is working on and said a marketing plan will be submitted to the Board at the September Board Meeting. He said in response to President Pulliams request to break down "silos" the Departments, Divisions, and Campuses who create credit and non-credit classes are joining forces to make credit and non-credit classes available to students in a way that appears seamless. The college is in the throes of shifting programs and faculty to facilitate offering some of those programs at more than one campus. With a lot of effort, the creators of both credit and non-credit classes are now working together toward a single marketing plan for the college that identifies our lines of business and who the College's customers are. Marketing staff who have been scattered throughout the District will all be moved to one location and will be working together.

The College no longer mails the quarterly schedule of classes for credit classes to district households. The only publication district households receive is the quarterly Community Education schedule. That publication will be expanded into a 20 to 30 page PCC magazine that will be mailed to every household, every quarter. There will not be additional cost for postage because the College is already paying the postage to mail the Community Education schedule. Credit classes will not be published in the magazine because students for those classes rely on the PCC website for information about them. Based on research from two community surveys the majority of the community regards PCC in a positive light but they know little about who we are or what

we do as a college. Spreading that information throughout the district will be the mission of the PCC magazine.

In the next few weeks zippy radio advertising designed to attract the just out of high school population will be played on their favorite radio stations. This approach will be used because this population is increasing in size and they are not price sensitive so tuition increases do not impact their choices. These are the consumers we sell the most to. Attracting and retaining these students is one of the strategic focuses on the credit class side. Using television advertising was explored but dismissed because of cost and lack of effectiveness. In the next couple of weeks a mailer will be sent to every District household in an attempt to bring people to the College who may be either intimidated about coming back or enticed to become part-time students.

Marketing will be stepped up for specific professional technical programs that Campus Deans of Instruction have identified as needing students now, have a great potential for expansion, have additional capacity, or lead to family wage jobs that exist right now.

Another component is internal marketing. This year's Inservice theme is "Access and Success: New Realities". A video has been created featuring six students who started at PCC and now are doing some very interesting things in their lives. The purpose of the film is to tell faculty and staff that the work they're doing is valuable and valued and to ask them to keep up the good work.

A new image campaign will begin soon that will focus on telling stories. For example, we discovered that Portland Mayor Tom Potter is a graduate of PCC. He was a local resident of North Portland, went to PCC, became an entry level beat cop, went on to become the Chief of Police, and is now the Mayor of this city. We're going to be using their stories on posters showing with people who look just like they do so people can identify with them. Those posters will then be up in businesses throughout the community.

Center for Business and Industry

Dr. Nan Poppe introduced the new Director for the Center for Business and Industry, Cheryl Hinerman. Ms. Hinerman recently retired from Intel after 20 years. The majority of her Intel career was spent putting together educational partnerships between business, industry and colleges. She is very well known and respected regionally, state wide and nationally. Ms. Hinerman will begin work September 1.

The Center for Business and Industry is housed at Central Portland Workforce Training Center. In late September we will be kicking off focus groups where industry clusters will be brought in to talk about what is going on in their industries. This will help identify roles PCC could possibly play in assisting them.

Another really good market for us may be partnering with the cities and counties in our region. In preparation President Pulliams will begin meeting with local officials such as City Mayors. We currently have a contact with the City of Portland to provide training service. They give us a set dollar amount every year and we give them a menu of

services to select from. We believe this is a service other cities and counties could be potentially interested in.

Cascade Campus

Dr. Algie Gatewood, Cascade Campus President has recently completed his first year as Cascade Campus President. In this year he has begun working with a group including public schools, Portland State University, Portland Public Schools, CH2A, Cascade Campus, and Jefferson High School to talk about how to improve education in North and NE Portland. An important realization was the students in this area do not believe they can go to college. The solution was to provide regular college classes they can take while in high school and receive high school and college credit for taking them. The goal is to enroll 50 students in the program this fall. When students complete these classes the myth about not being able to go to college is removed. They will then know that they really can go to college because they are already in college.

The College has the opportunity to make a long term investment, a serious commitment to improving the quality of life for students and their families for many years to come. Getting them off the social programs and helping them become contributors to the economy and to society. Cascade along with community partners Nike, CH2A, The City of Portland, and The Native American Youth Association provided support for a summer academy named “The Early College Model: Friendly Faces”. Basketball was the medium used to get 27 children excited about education. These children were exposed to medicine, science and other serious subjects. Out of the 27 students that participated, 26 of them successfully completed 10 hours of college credit in math, writing and exploration of college and how to get there.

A partnership with The Salvation Army, Intel, Jefferson High School and Cascade Campus produced another summer project called “Mending Holes”. 19 students, all from low-income, primarily African American and Hispanic families enrolled. 15 of those successfully completed 10 credit hours of college. That’s 80% success rate, high schools are not experiencing that kind of success so Dr. Gatewood is convinced that what they are doing can work.

A charter school called the School of Character and Ethics has been initiated by the Mt Olivette Baptist Church. If it becomes a reality, those students will attend classes at Cascade. There will be small numbers of students who will be integrated into Cascade classrooms like other students. This group of students will form a cohort where they come together and talk and share with each other.

Dr. Gatewood concluded by telling the Board he excited about the long-term economic, educational, social, and cultural impact Cascade Campus will have.

President Pulliams commended Dr. Gatewood for his community involvement and accomplishments in his first year as Cascade Campus President. President Pulliams then advised Chair Williams that the presentations had concluded and invited comments and questions.

Chair Williams polled the Board for questions. No questions or comments were brought forward. He thanked the staff their work in making this a productive and informative planning session.

President Pulliams acknowledged the staff and Cabinet for their presentations. He also thanked Ms. Bach for her leadership role in producing today's planning session. He commended the faculty for the outstanding work they do that contributes so significantly to the outstanding academic reputation this college has.

ADJOURNMENT

There being no further business, the meeting adjourned at 5:00 PM.

NEXT MEETING

The next meeting of the Portland Community College Board of Directors will be held on September 15, 2005 at 7:30 PM in College Center Building, Conference Rooms A/B at the Sylvania Campus.

Chair Williams

President Pulliams

Prepared by:

Lorna O'Guinn
Assistant to Board of Directors

Minutes approved on October 20, 2005