

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

**MINUTES**

BOARD OF DIRECTORS BUSINESS SESSION  
Cascade Campus, Moriarty Arts Building Auditorium  
November 16, 2006

**BOARD ATTENDANCE**

Board Members Present:

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

**EXECUTIVE SESSION**

The Board of Directors convened an executive session for Real Property Transactions and Litigation in accordance with ORS 192.660 (1), (e) (h) at 6:55 PM, adjourning at 7:20 PM.

**CALL TO ORDER**

Chair Lim called the business meeting to order at 7:30 PM and invited all present to introduce themselves.

President Pulliams announced that at the OCCA Convention in Redmond, Oregon three Portland Community College (PCC) Board members were recognized for their years of service; Directors McKinney, Williams and Margolin. At the award ceremony President Pulliams presented roses to Directors McKinney and Margolin. Director Williams was unable to attend the ceremony so to commemorate the award he presented Director Williams a plant, congratulated him and thanked him for his years of dedicated service to the College.

President Pulliams then asked Dr. Gatewood, Cascade Campus President for a brief report on Cascade Campus.

Dr. Gatewood provided the Board a packet of information that included the Cascade Campus Connection for November/December containing a full update on the campus for September through November. A brochure about the Cascade art tour provides a walking tour of art throughout the campus that ends at the art gallery in Terrell Hall. Art currently displayed in the gallery features several artists from the community and the state. Dr. Gatewood stated the goal is to make Cascade Campus a place in the community where students and guests can be exposed to both academics and culture. Also included in the packet was a brochure describing the new Paralegal Law Library and its open house on November 1st. The law library of 6,000 volumes is the first in any Oregon community college. He thanked Jerry Brask, Paralegal Department Chair for leading this project.

Dr. Gatewood noted that Cascade Campus is an integral part of the community and is gaining a respected reputation nationally and internationally. Recently one of the faculty members participated in a multi-media faculty exchange program in Denmark with Danish faculty who had previously visited Cascade Campus.

The Student Ambassadors' Program is a new program where better-prepared students work with other students to help them transition into the campus and be successful students. This is accomplished by greeting students with phone calls, providing campus tours, and providing other information to help new students succeed.

In October 150 young African American students were on the campus to attend the annual Black Colleges Conference. This year's message included information that community colleges can be an effective pathway between high school and black colleges and universities.

Dr. Gatewood said that at President Pulliams' direction a panel was assembled to examine intercollegiate athletics at PCC. Questions considered by the panel included: the adequacy of current programs, the need for current programs to be expanded or eliminated, community support for the programs, program funding, and the value of these programs to the educational experience of students. It is the committee's consensus that the College should expand current intercollegiate athletics and that should be done in phases with the first being the addition of women and men's volleyball and soccer, chosen because of their low relative cost and strong community support. The committee feels that intercollegiate athletics will garner financial support from corporate and community sponsors, and will become a recruiting tool by creating a valuable connection between K-12, community college, and four-year education. A full report from this committee is being written by Leslie Riester following a student survey to be conducted in the near future. The final report will be provided to the Board upon its completion. He then recognized some of the key members of this 30 to 35 member committee: Co-chair Gail Costillo, Executive Director, Hispanic Metropolitan Chamber; Leslie Riester, PCC Associate Vice-President, Technology; and Carolyn Wilson, Executive Assistant, Cascade Campus President. He added that this committee included students, staff, and community members who demonstrated their commitment to intercollegiate athletics with regular attendance and participation at committee meetings. This concluded Dr. Gatewood's report.

President Pulliams thanked Dr. Gatewood for his update and commended him for his continued leadership of Cascade Campus. On the President and the Board's behalf he also commended Cascade Campus staff, faculty for their efforts in organization and work on the intercollegiate athletics committee.

## **APPROVAL OF MINUTES**

The October 19, 2006 business meeting minutes were approved as published.

## **APPROVAL OF THE AGENDA**

The agenda was approved as published.

## **INFORMATION SESSIONS**

### Goals and Institutional Effectiveness Indicators, Access Report

Dr. Christine Chairsell, Vice President, Academic and Student Affairs introduced Laura Massey, Director of Institutional Effectiveness who presented the report. Dr. Chairsell provided administrative responses to the indicators Ms. Massey talked about regarding student access.

Ms. Massey said the three areas in PCC's access goal report are distance learning, financial aid, and cost of attendance. She said that about 20% of the College's credit students are enrolled in distance learning or a combination of traditional classroom and distance learning classes reflecting an increase of about 54% over the past five years. Growth is attributed to the increase in numbers of courses offered via internet instruction. An indicator of the value of these courses to students is reflected throughout the registration process with about 40% of internet delivered classes at capacity by the end of the first week of registration and 80% of distance learning classes at capacity by the first week of classes. The College offers distance learning in over 40 subject areas. The disciplines with the highest number of distance learning students are business, computer applications and information systems, management, supervisory development, math, and writing.

Dr. Chairsell added that a program has been instituted named Quality Matters. This is a nationally recognized program used to assess the integrity of PCC's distance learning courses and programs. It also offers faculty professional development opportunities to become reviewers for these programs and to invite reviewers to evaluate PCC's programs. In October the College hosted a statewide conference for more than 100 science faculty that allowed them to explore the next frontier in distance learning, teaching labs on-line. The feasibility of teaching chemistry lab in this format is being explored by PCC chemistry faculty.

Ms. Massey reported that financial aid is the second key indicator and has seen a significant increase in the number of students applying for and receiving financial aid in the past five years. Financial aid is available only to degree-seeking students taking six or more credits per term. About 38% of those students apply for some form of financial aid with about 71% of students applying receiving a combination of grants and loans. Of the total number of degree-seeking students, those who qualify as well as those not qualifying for financial aid, about 27% receive some form of financial aid.

Dr. Chairsell added that processing the increased financial aid applications requires a heavy time commitment for financial aid staff and that the equipment they are using is no longer adequate to do the job. She has instructed her staff to redirect funds to allow

hiring of an additional processor and purchase of upgraded equipment to increase and improve application processing.

Ms. Massey reported that to evaluate student tuition and fees she looked at similar fees charged by Mt. Hood and Clackamas community colleges as well as Portland State (PSU) and Oregon State (OSU). Findings indicate PCC cost is higher than Clackamas Community College but less than Mt. Hood Community College and significantly less than PSU and OSU. Additionally, comparing a three-credit class, the cost to PCC students is about half of what it would be at Oregon transfer universities.

Dr. Chairsell said the issue of tuition and fees is being examined carefully. To restore programs and fund new initiatives increases may have to be made but that will occur only after careful evaluation. Increases in tuition and fees impact the half-to full-time student enrollment less than enrollment for the casual student. Casual students must bear the entire cost of their classes while half and full-time students may qualify for financial aid. She emphasized that degree-seeking students are not being lost as tuition and fees are increased.

Ms. Massey summarized by saying that the key measures for access to PCC classes for students indicate steadily increasing enrollment in distance learning classes, the College has an increasing number of students receiving financial aid with increased award amounts, and PCC's current tuition and fees are competitive with area community colleges and universities. She then asked if the Board had questions.

Director McKinney reflected that recent newspaper articles on enrollment indicate that enrollment has dropped at four-year schools as well as community colleges and wonders if the lack of financial aid available to casual students and tuition costs are contributors at those institutions as well as PCC.

Ms. Massey said that as Dr. Chairsell reported the lack of financial aid contributes to the reduction in numbers of casual students because students taking less than six credits must bear the entire cost of those credits even though they may need financial aid assistance. Dr. Chairsell added that the economy also plays a role in that when the economy is good potential students work rather than go to college.

Director McKinney asked Dr. Chairsell to share her vision of future distance learning course offerings and the funding mechanisms for developing them in light of the fact that PCC has seen a 54% increase in tuition and other community colleges are seeing the same or similar findings. She also suggested that students in rural and outlying areas who have limited access to education facilities and transportation will be a strong market for distance learning classes.

Dr. Chairsell responded that students in rural and outlying areas benefit from distance learning course offerings and distance learning provides a better use of resources by making programs available to students they might not otherwise have access to. She also said there is a strong effort to identify additional potential student populations such as single parents, people who work at one or more jobs making them unable to attend

traditional classes, and others. She believes the virtual learning environment will play a key role in future education and that the College must remain vigilant in its goal of offering outstanding coursework that has the integrity and the veracity of college-level work because the accreditation issue is as important as the curriculum issue in that distance learning courses need to have the same course content as traditional courses and students need to receive the same level of student services as the traditional student. Distance learning courses must have a very strong infrastructure and technology and experts must be brought in to evaluate PCC's course offerings in terms of curriculum, student services, faculty, administrators, what the College can offer, and what the next steps should be.

Director Williams asked if student demographics had been addressed as related to PCC students of color coming to the College. He also asked if the economic impact to those students, particularly students from the metropolitan area and the urban center coming to PCC, had been addressed.

Ms. Massey responded that the student population was not broken into demographic groups for this report. Dr. Chairsell said the information Director Williams requested will be included in the report on diversity at the January Board meeting. President Pulliams agreed that the numbers will be reported in the January diversity report and added that to date findings indicate that PCC student population is more diverse than the general population with student-of-color enrollment very, very strong and growing and that enrollment for full-time students on financial aid continues to increase. The findings also indicate the students who are not eligible for financial aid and are generally taking only one or two classes are often the majority students.

#### Overview of Sustainability Initiative at PCC

Noelle Studer, District Sustainability Coordinator was introduced by Dr. Katherine Persson, Rock Creek Campus President who said Ms. Studer has been at PCC slightly less than two years but has established herself a "green advocate" whose expertise and leadership is valued throughout the College and she is gaining a similar reputation statewide.

Ms. Studer said the Sustainability Program has grown a lot since its inception almost two years ago. She defined the word sustainability to mean life support systems that include clean air, clean water, and predictable rainfall patterns, all things our health and well-being are based upon and the environment is the platform for those things. Further, sustainability is the notion that people want to behave in a way today and use resources in a manner such that future generations have a solid platform to stand on. The idea of sustainability is gaining momentum nationally and is important to Portlanders. In a recent issue the Portland Monthly Magazine called Portland the most sustainable city in the United States.

Ms. Studer said the components of sustainability she has worked to bring together for students are academics, operations, and civic engagement. These provide students ways to have hands-on learning opportunities about how to engage large institutions and solve problems. This is a benefit to students because it allows them to gain

valuable professional development experience and is a benefit to the College because of the research done by the students.

A \$70,000 National Science Foundation Grant has been awarded for workforce development and sustainable technology. With those funds the Cascadia Regional Institute for Sustainability Education (Cascadia RISE) has been created with goals including salmon recovery and technical education for people who make decisions in construction, building design, and building maintenance. Since these people in the construction industry are students at PCC and other Oregon education institutions the goal is to bring these programs into alignment with sustainability goals. Partnerships are being formed with institutions inside and outside Oregon that already have programs in place and can provide guidance and insight. PCC and PSU are partnering to hold a planning summit on December 1<sup>st</sup> with Rep. Earl Blumenauer giving the welcome. Ms. Studer invited Board members to go to the sustainability website ([www.pcc.edu/sustainability](http://www.pcc.edu/sustainability)) to see what is going on throughout the region on sustainability. She said sustainability is about everyone benefiting from clean air and healthy materials.

Current sustainability events at the College include:

- participation for the first time of community college students in the green building design competition
- submission to the State of a proposal to offer a certificate program in green building design
- connections with regional agencies and others doing green projects to provide students hands-on exposure to what is being done in Portland
- grant proposals being developed to allow development of how to do more regarding resource conservation best practices.
- Cascade, Sylvania, and Rock Creek Campuses all have Green Teams comprised of faculty, staff, and students working together with the Physical Plant to improve the recycling systems
- Northwest Earth Institute is conducting a ten-week program with discussion groups on three campuses where people meet weekly for discussion and projects
- a great deal of outreach is being done between the community and PCC with strong connections being developed among regional sustainability leaders
- students are doing service learning projects, work study, AmeriCorps, and cooperative education around sustainability projects
- the Sylvania Habitat Restoration Team lead by April Fong has been removing invasive plant species at Sylvania Campus and adjacent parks for ten years with numerous students being trained in leadership skills. The team has been funded by nearly \$20,000 in grants over that time
- Rock Creek Environmental Restoration Team, student teams, and green teams have logged over 500 volunteer hours in 2006.

Ms. Studer said her next steps include joining other public institutions to do green purchasing, review spending, gather performance data on how the College is doing in regard to energy conservation and recycling, set goals for the next five years, and

determine how much money the College can save by going green. She would like a portion of those savings to go into a fund for capital improvement upgrades. Her final goal is to strengthen relationships between campus green teams and facilities maintenance. She then asked for questions from the Board.

Director McKinney asked if Ms. Studer sees herself working on some phase of design planning for any new construction or building remodeling being considered for inclusion in the potential 2008 bond measure. She feels that any new construction or remodeling done in the future needs to be done in an energy efficient manner. She also complimented Ms. Studer for developing sustainability partnerships. Ms. Studer responded that green building is very accepted as a standard for public buildings and that public buildings built in Washington State are now built green. She also said that she would like to be included in planning for new construction or remodeling at PCC.

President Pulliams reminded the Board that the first reading of a Resolution to adopt a policy of sustainability is included in tonight's resolutions for Board approval.

Director Frisbee congratulated Ms. Studer for the progress she has made in introducing sustainability to PCC. She asked Ms. Studer to talk a little more about her vision for the Cascadia RISE Program because she believes local governments want to foster green building but don't have the information they need to do real green building and real sustainable practice around land use. Ms. Studer replied that in professional schools green building is at a theoretical level. That information hasn't worked its way out to the people who need it to do jobs in the building trades. PCC and other community colleges do that by offering specialized training to new workers and people reentering college to earn certificates in specialized areas as well as reaching out to a broad array of people. A gap analysis is being done to determine what training needs to be provided and what public education on sustainability is needed. The December 1<sup>st</sup> planning summit will bring together business; the landscaping, building design, construction, maintenance, and engineering industries; government agencies; non-profits; and education. PCC will provide training that will help faculty from the northwest region be ready to retrain workers and update worker skills using sustainability methods by holding summer faculty institutes.

#### **PUBLIC COMMENT ON AGENDA ITEMS**

None

#### **PUBLIC COMMENT ON NON-AGENDA ITEMS**

None

## BUSINESS MEETING

Director Frisbee proposed approval of Resolutions 07-025 through 07-029. The motion passed unanimously.

### *Other Reports:*

Michael Dembrow, President of the Faculty Federation, thanked all in attendance who worked to elect an education-friendly Legislature and defeat some potentially destructive ballot measures. He said the Faculty Federation is looking forward to helping the College in the effort to develop a progressive agenda for the upcoming Legislative session with education as the focus. Mr. Dembrow complimented the students, staff and faculty in that over 95% of them voted in this election. In part he attributed that turnout to ballot boxes provided on each campus in which thousands of ballots were cast. He thanked the ASPCC and Oregon Student Association for their very successful registration of voters and their effort of encouraging students to vote.

Mr. Dembrow said the Faculty and Classified Federations held a successful book sale at Sylvania Campus with proceeds going to the John Connor Scholarship fund. Some of the books came from retired history instructor Alan Epp's extensive collection.

He expressed pleasure in hearing about the ongoing discussions regarding PCC athletics program and looks forward to seeing the final report. Dembrow also told the Board several students in the last few weeks have spoken to him of their desire to revive the student newspaper and the journalism program.

In conclusion as a member of the Cascade Campus faculty he thanked Dr. Gatewood for producing the beautiful latest edition of the Cascade Campus Connection.

Deborah Hall, Classified Federation informed the board that Lucia Barnett, Classified Federation President will be on leave a few more weeks and that questions for the Classified Federation should be directed to Ms. Hall at [dhall@pcc.edu](mailto:dhall@pcc.edu) or phone 503.533.2833.

Ms. Hall invited the Board to attend the combined federation holiday party at Sylvania Campus in the TLC area on December 14 from 5:00PM to 7:30PM.

Cynthia Edison, Student Representative, reported that Sylvania, Rock Creek, and Cascade campuses, and Southeast Center ASPCC coordinated a massive voter registration followed up with phone calls to remind people to vote and provided information that helped defeat measures 41 and 48. ASPCC also conducted more candidate forums than any other student organization in Oregon.

Ms. Edison said the first District Student Representative (DSR) meeting for the year will be held at Cascade Campus on November 17. Topics of discussion will include ways to improve transportation among district campuses, reinstating the student newspaper, methods for fostering involvement in the athletics program, and having a district



facilitator conduct DSR meetings to enhance communication between individual campuses and administration.

*Board Reports:*

Director Frisbee congratulated the federations and student organizations for their successful effort in registering people to vote.

Director McKinney commended the Foundation on their fund raising efforts that raised considerably more money for scholarships this year than in past years. She feels that the Board should communicate that to the Foundation and the Foundation Board. President Pulliams offered to draft a letter to that effect for signature of the Board Chair.

Director Harper echoed Director McKinney's remarks and added that the recent reception for 375 scholarship recipients was the largest ever and the location for the reception had to be changed to accommodate the event. Additionally he reported that Foundation Scholarship funds are approaching \$3 million and the Foundation Board expects to be able to meet and exceed annual fund raising goals.

Director Frisbee commented that the Health Professions view book included in the Board packet is really great. President Pulliams thanked her for her comment and told the Board additional marketing material is being developed and commended the Marketing staff for their effort.

*District President Report:*

President Pulliams thanked Mr. Dembrow for work in his politically active position on behalf of PCC. He also thanked Board Members, students, and federation members for working together to create the very positive election outcome for education. The President said that the effort now will be to remind elected representatives of their commitments to education and that it will be very important to continue to lobby the Portland delegation.

The President asked Kristin Watkins, Interim Director of Institutional Advancement, to provide the Board a summary of lobbying activities and events the Board is invited to participate in for the College. Ms. Watkins said the list of activities planned for the next six weeks began with letters of congratulation on being elected to Oregon's Legislative delegation, the Federal Legislative delegation, and to the Governor. The contact list for the Oregon delegation has been updated and distributed to the Board. She encouraged Board members who have personal contact with State Legislators to write personal congratulatory letters on their election.

The Board packet includes an invitation to a post-election reception for the State Delegation on December 4<sup>th</sup> from 5:30 to 7 at Southeast Center. This event will be held along with Mt. Hood Community College and Clackamas Community College. All Board Members from the community colleges are encouraged to attend. PCC Cabinet members, key Faculty leaders, Classified Federation leaders and student leaders will be invited.

A schedule will be provided to the Board for breakfasts that will be held at each of the campuses for State Legislators. The breakfasts will be conducted before the legislative session begins and are being held to give Legislators a chance to see the campuses and become more familiar with what is done at the College.

Ms. Watkins and Jan Coulton will participate in weekly Legislative Committee calls put on by the Oregon Community College Association. She noted that Director Frisbee participates in those calls and her leadership on that committee is valued.

A summary of the Oregon Community College Association priorities as they relate to PCC is being prepared for the Board's use when talking to Legislators during legislative session. Additionally a list of talking points will be prepared for Board members and the new Campus Presidents along with a brief review of how the Oregon Legislature works, who the key legislators are, and what is known about them will also take place soon.

Ms. Watkins said the College has participated in two meeting held by City Commissioner Sam Adams for those interested in bringing together higher education institutions within the Portland area and including our higher education issues within the city's advocacy agenda with the State Legislature and the Governor. She expressed appreciation for the Commissioner's interest in the College's work.

President Pulliams reiterated the need to meet with Legislators before the holiday season begins because by the time the Legislative session begins they will have their minds made up about what they are going to do.

Dr. Pulliams announced that a \$25,000 bridge grant for the "Life by Design Program" was awarded to the College by Oregon Community Foundation to keep the program going until the \$125,000 needed for the program can be raised. He acknowledged the work of Neal Naigus, along with Directors Margolin, Harper, and Williams on this program. He also noted that interest in the program has grown nationally and AACC and AARP have added their support to the project.

The President concluded by inviting the Board to the holiday party held in their honor on December 8<sup>th</sup>, at the MAC Club.

## **ADJOURNMENT**

There being no further business, the meeting adjourned at 8:45 PM.

## **NEXT MEETING**

The next business meeting of the Portland Community College Board of Directors will be held on December 7, 2006 at 7:30 PM in Board's Conference Room at the Sylvania Campus.

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Chair Margolin

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President Pulliams

Prepared by:

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Lorna J. O'Guinn  
Assistant to Board of Directors

Minutes approved on December 7, 2006