

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

**MINUTES**  
**BOARD OF DIRECTORS BUSINESS SESSION**  
Sylvania Campus, Board Rooms A/B  
July 19, 2007

**BOARD ATTENDANCE**

Board Members Present:

Denise Frisbee, Jim Harper, Jaime Lim, Marilyn McGlasson, Bob Palmer, Harold Williams

**EXECUTIVE SESSION**

The Board of Directors convened an executive session for Employment of a Public Official, Labor Negotiations, and Real Property Transactions in accordance with ORS 192.660 (1), (a) (d) (e) at 6:48 PM, adjourning at 7:37 PM.

**CALL TO ORDER**

Chair Lim called the business meeting to order at 7:45 PM and invited all present to introduce themselves.

**APPROVAL OF MINUTES**

The June 21, 2007 business meeting minutes were approved as published.

**APPROVAL OF THE AGENDA**

The agenda was approved as published.

**SWEAR IN NEW BOARD MEMBER – MARILYN McGLASSON (ZONE 7)**

President Pulliams swore in Marilyn McGlasson as the newly elected Board member for Zone 7. Chair Lim congratulated Director McGlasson and welcomed her to the Board.

**ELECTION OF NEW CHAIR & VICE CHAIR**

Director Williams nominated Director Harper to serve as Board Chair for FY07-08. The Board unanimously voted for Director Harper. President Pulliams administered the oath of office to the new Chair. Chair Harper called for nominations for the Vice Chair. Director Palmer nominated Director Frisbee. The nomination was passed unanimously. President Pulliams administered the oath of office to the Vice Chair. Chair Harper thanked Director Lim for his outstanding work as Chair during the past year and presented a plaque to him in appreciation for his service as Chair to the College Board.

Chair Harper thanked the Board for their vote of confidence and pledged to do all he can to continue to uphold the good work the Board has done over the years. He then asked President Pulliams to begin the information sessions.

## INFORMATION SESSIONS

### Presidents' Climate Challenge Overview

Dr. Linda Gerber, Sylvania Campus President and Dr. Katherine Persson, Rock Creek Campus President

President Pulliams introduced Dr. Gerber and Dr. Persson and said this report explains the impact of his signing on to the American College and University Presidents' Climate Commitment that supports sustainability for the College collectively and the campuses specifically.

Dr. Gerber said Noelle Studer, the College's Sustainability Coordinator, has completed the first annual sustainability report and will brief the Board on activities of the past year. She also said Dr. Persson and Yvonne Norman, a student at Rock Creek Campus, will provide an update on what Rock Creek students are doing in the areas of sustainability.

Dr. Gerber noted that in June Dr. Pulliams signed American College and University Presidents' Climate Commitment pledging the College's commitment to reducing and ultimately neutralizing greenhouse gas emissions on campuses across the U.S.. She said that last year the Board demonstrated their commitment to sustainability by adopting Board Policy B707, Sustainable Use of Resources. This is important in that by pursuing sustainability through operations, workforce development, academics, and community activities the College can lead the way in reducing carbon emissions and that is not only environmentally important but it's good business.

Dr. Gerber said many sustainability initiatives are already in place and the College reducing carbon emissions is not only good for the planet but will translate into saving dollars. She added that the approach to meeting the goals of the commitment will include five steps.

- 1) A climate leadership team of high level people from the College will guide the process. The team will be provided education and training about opportunities and the tools that are available. Noel Studer, nationally known and very knowledgeable in matters of sustainability, will act as support for the team. Noelle was prominently featured in an article titled "Walking the Talk" in the June 2007 issue of *University Business Solutions for Higher Education Management*.
- 2) The College will set both short-term and long-term goals on reducing carbon emissions. The first step to that process will be to gather data about the current levels and sources of carbon emissions to create a baseline that will aid in evaluating success in reducing them.
- 3) Before the close of the current academic year two or more significant projects will be initiated. Ideas under consideration include reducing the College's energy consumption by 10% to 15% and investing the savings from that into a conservation

fund to be reinvested in additional energy saving initiatives creating an iterative process whereby the College continues to reduce emissions until neutrality is reached and continuously saves money in the process. Another idea under consideration is to establish a policy that all new campus construction would be at LEED or near LEED standards. A project to increase the use of public transportation or to reduce single occupant vehicle trips to campus is also being considered. The College is already purchasing Energy Star certified equipment, an important step to eventually reaching neutrality in reducing carbon emissions.

4) The College will continue integrating sustainability into the curriculum and making it part of the educational experience and while much is being done there is much more to do.

5) Periodic progress reports will be provided on achieving the objectives in the Presidents' Climate Challenge to which Dr. Pulliams has committed the College.

#### Sustainability Activities Update

Noelle Studer, Sustainability Coordinator

Ms. Studer noted that the first annual PCC Sustainability Initiative report has just been completed and that it serves two purposes: 1) To benchmark the progress to date and to celebrate the accomplishments and the people who have been involved in the effort; 2) To provide an on-line resource for other community colleges newly learning how to leverage resources and accomplish campus sustainability. She said the work this past year was primarily about establishing the social infrastructure, getting to know people on all of the PCC campuses and building communication bridges throughout the PCC district between students, administrators, staff, and faculty. Some of the year's highlights include:

- This year the initiative received a planning grant from the National Science Foundation that provided resources needed to learn how to infuse energy conservation and stewardship into technical education related to green building. Although the Northwest region is leading the nation in terms of green building and green building education the College's instructors have not been part of the green building workforce and must learn how it's done in order to teach the methods and philosophies to students.
- The first PCC Planning Summit had more than 100 people from business and industry who came together to share their ideas about upcoming workforce needs in areas of green building. Congressman Earl Blumenaur gave the keynote address and Director Frisbee attended the event. The Planning Summit and the interest shown at other sustainability events this past year demonstrated the importance of sustainability and the value of pursuing additional resources so summer institutes can be provided for instructors at partner high schools and two-year and four-year colleges across the state.
- Recently PCC held a one-day sustainability training event for instructors from Oregon and Washington in the building construction, interior design, architecture, and landscaping programs.

- Students studied the College's sources of carbon emissions. In working with organizations, PCC administrators and operations staff, and others throughout the district they determined that the College's carbon emissions come primarily from commuter traffic.
- For the past 11 years April Fong has lead the Sylvania Habitat Restoration team working with students, Portland Parks and Recreation Department and PCC's Grounds Department to remove invasive plant species and restore the campus habitat to its natural state.
- This year green teams were established at each PCC campus to increase awareness of the value of recycling throughout the district that includes composting as well as traditional recycling.

#### Rock Creek Campus Student Sustainability Work

Dr. Katherine Persson, Rock Creek Campus President; Yvonne Norman, Rock Creek Campus ASPCC Campus Ecology Director

Dr. Persson complemented Ms. Studer on the sustainability leadership she provides to the district. She then introduced Yvonne Norman. She noted that Ms. Norman is a full-time student who works at least 40 hours each week on sustainability efforts at Rock Creek. Twenty of those hours are funded through the Rock Creek Associated Students for Portland Community College (ASPCC) and twenty hours are paid by AmeriCorps through a partnership grant with Washington County from the Department of Environmental Quality (DEQ) for waste reduction at Rock Creek Campus.

Ms. Norman said many waste reduction methods are being used but the two being used most are recycling and worm composting (verma composting). For the verma composting all pre-consumer food waste from the cafeteria is collected into a 5'X8' bin. The worms then eat the food waste and leave nutrient rich worm castings that are harvested in the fall and added to the campus' organic garden. Food grown in the garden will then be used in the cafeteria to create a closed loop of production and reclamation that also reduces methane gas produced by food waste, a contributor to global warming.

Ms. Norman said she also worked on the carbon emissions audit team transportation study that indicated almost half of all the carbon that comes from College-related sources, 33,000 tons each year, comes from transportation, predominantly single-occupant vehicle trips. The team's goal is to encourage students, faculty, and staff to ride bicycles, walk, use college shuttles, or the bus. Those unable to use any of those transportation methods may contribute to the reduction in global warming by purchasing green tags. The proceeds from green tags purchase carbon offsets such as wind and solar power.

Dr. Persson concluded the Rock Creek Campus report describing one project for Rock Creek in the near future is the installation of equipment to allow the use of solar power

for electricity and water for the new kennels being constructed for the Veterinary Technology program.

Dr. Gerber said the Sylvania Campus student sustainability coordinator is Nathan Jones and that he has been instrumental in raising awareness of the value of using bio-diesel fuels because they produce 80% fewer carbon emissions than diesel. Along with the College shuttle fleet switching to 20% bio-diesel use some of Sylvania Campus' technical faculty have installed a bio-diesel converter that converts all of the used cooking oil from the cafeteria into bio-diesel that will be used in selected Physical Plant equipment. She noted that for every 50 gallons of used kitchen oil that in the past the College had to pay to have hauled away, 45 gallons of bio-diesel can be created making this project a good return on investment with students learning about alternative energy in the process. She also noted that in an effort to reduce single occupant trips and travel time PCC's Deans of Instruction are experimenting with holding their meetings online in a virtual setting. Reports to date say this method is working well and it is expected more groups will begin holding small meetings this way.

Noelle Studer said the next steps include putting together a climate leadership team to develop a plan and work forward strategically because without a plan the program will not be able to achieve productive results.

Director Frisbee commented that she read the magazine article and Ms. Studer's ability to do so much without a budget is amazing and thanked her for her leadership and commitment in raising awareness and making so many positive changes.

Chair Harper asked if the sustainability effort is part of the Student Service Learning Program. Ms. Studer answered that it is. Chair Harper thanked Ms. Studer for her diligence not only in creating local awareness but demonstrating to colleges around the country what can be done when people are willing to put time and energy into important projects.

#### Goal 4: Continuous Improvement

Dr. Christine Chairsell, Vice President, Academic and Student Affairs and Laura Massey, Director, Institutional Effectiveness, future updates will likely be on the performance measures handed down by the legislature as they apply to the College. She then asked Ms. Massey to update the Board on Goal 4, Continuous Improvements.

Ms. Massey reported that student satisfaction plays an important role in student engagement, learning, and ultimately their academic success. In 2005 a Noel-Levitz Student Satisfaction Inventory was administered to 1,200 PCC students to assess how well students feel the College achieves important markers and to identify where the College's continuous improvement effort needs to be implemented. The survey included 95 questions that not only asked students to rank satisfaction but also how important each item was to them. From this survey 18 items emerged as strengths for the College, called "stars". The top five on the "stars" list are: 1) excellent quality of instruction, 2) good variety of courses, 3) ability to experience intellectual growth, 4) knowledgeable faculty 5) a safe and secure campus is provided to them. 13 areas were

identified as not being adequately met by the College. The top five in that list were: 1) classes not scheduled at convenient times, 2) not able to register without conflicts, 3) cost of textbooks, 4) inadequate advising, 5) inadequate financial aid. An interesting fact of the survey was that with the exception of the question the College added to the survey about textbooks, 250,000 community college students throughout the country participated in the same survey with very similar results.

Dr. Chairsell added that last year in response to those expressed needs several measures were taken: 1) the college implemented an automated registration process for waitlisted students in which this Summer term alone over 1,000 students were automatically registered into various courses, 2) a revised block schedule format pilot program was instituted to help students overcome scheduling conflicts, 3) more distance learning courses are being offered to better meet the needs of the working students who comprise approximately 75% of the total student population, 4) a schedule auditor position that was cut from the last budget has been re-established to audit FTE district wide, 5) the LEAN process has been implemented to streamline the admission and registration process for students, 6) Admissions and registration will be merged with both becoming district functions, 7) an on-line admissions form has been developed to speed up the admission process, 8) a textbook committee was formed and has made recommendations about how to cut the cost of textbooks for students.

The additional state funding will provide a general student advisor position as well as a health admissions advisor. The Mott grant is providing funding needed to offer special advising to degree-or certificate-seeking developmental education students. A new advising tracking system has been purchased and should be implemented college wide in 2007 that is expected to increase efficiency in advising. Thanks to one-time funding 32,000 student transcripts have been entered into the Banner system allowing advisors to quickly access student academic information. A pilot program for mandatory advising for students who test into two courses of developmental education was so successful the program is being expanded. In collaboration with Noel-Levitz a first term experience for students is being developed that includes free college survival courses and mandatory advising. In response to the need for better access to financial aid a FAFSA Day is held in which students are assisted in filling out the FAFSA form needed to qualify for federal financial aid. Oregon student financial aid has been increased and is for the first time available to part-time students. Another financial aid advisor has been hired and the Financial Aid Department has been equipped with better technology that allows them to work faster and with more efficiency for students.

Chair Harper thanked Dr. Chairsell and Ms. Massey for the report.

President Pulliams thanked Dr. Chairsell for her leadership and noted that faculty, classified staff, campus presidents and others have been involved in the effort of making a difference in the way the College impacts students.

## **PUBLIC COMMENT ON AGENDA ITEMS**

None

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

None

## **BUSINESS MEETING**

Director Palmer moved that consent agenda items 08-001 through 08-007 be approved. The motion passed unanimously.

### *Other Reports:*

Michael Dembrow, Faculty Federation President, has been in Ghana as a recipient of one of the College's Internationalizing the Curriculum grants. While in Ghana he missed the legislative session in which the upcoming budget was set but he was pleased to see it included \$500 million for community colleges. He said he was also pleased to see the legislative report mention two PCC affiliates, Representative Larry Galizio and Senator Margaret Carter. On another matter he noted that the State Board of Education has recently filled the board vacancy for the third congressional district, the Portland area. He also said he has been reappointed as faculty advisor for the Board for another year.

Mr. Dembrow welcomed Director McGlasson and congratulated Chair Harper and Vice Chair Frisbee on their new leadership roles for the PCC Board of Directors.

In closing he said that after serving many years as Faculty Federation President he will be stepping down at the end of the year.

### *District President Report:*

President Pulliams asked Kristin Watkins and Dana Haynes to provide short reports on the PCC Foundation and the Legislature.

Ms. Watkins handed out a packet of information on the College foundation that included the 2005 – 2006 Annual Report and a report on 2005-2006 and 2006 – 2007 fund raising. She noted that in 2005 – 2006 nearly \$1.1 million was raised and in 2006 – 2007 over \$1.4 million was raised. She said in part the increase was due to the particularly large gifts made by the Helzer and Margolin families.

She also said the new Executive Director, Rick Zurrow, started at the end of June and has brought new energy and ideas to the Foundation Board and to the Foundation Advancement Staff team. Capacity building plans that have been shared with the Board over the past few months are moving forward. A grant proposal submitted to the Miller Foundation has received first year funding and a full proposal is being prepared for submission in mid-August to the Meyer Trust. A grant proposal submitted to the Oregon Community Foundation to support the Foundation effort to add staff, increase training and technology, improve communication, and purchase needed materials was declined because it didn't fit their current funding priorities. Foundation Board members are being asked for additional support and commitment to the capacity building effort by participating in Development Ideas for Board Support (Operation DIBS) by raising

\$75,000 over three years that the Oregon Community Foundation would have provided. She feels it will make a very compelling statement of support to the Meyer Trust for PCC Foundation Board members to really step up and provide this level of commitment. When the idea was first presented to the Board Chair, Peter Bower, he was so excited about it that he committed \$5,000 and has already given the Foundation a check.

In addition to the support for the capacity building initiative Board members who are able and willing to commit even more are being asked to support a matching fund for the College's faculty and staff campaign. Although the number of employees who give to the College Foundation staff campaign has increased it is still only 30% of PCC employees. The additional funding from Foundation Board members would provide matching funds that could be offered for any new or increased donation up to \$250 from faculty or staff. She added that any support in this effort from College Board members and others in the community would be appreciated.

Chair Harper commended the Foundation for their efforts and successes and said that after serving on the Foundation Board for over 18 years it is exciting to see the changes that are coming. He said that as an ad-hoc member of the Foundation Board he will be talking to each of the College Board members about what they can do to contribute to the efforts.

President Pulliams thanked Ms. Watkins, her staff and the Foundation Board for their outstanding work and support of the College's students.

Dana Haynes, Public Affairs Manager said in the Legislative session just finished the Oregon Opportunity Grant was changed to the shared responsibility model and that will provide more grant money for students and increase the number of Oregon students able to receive the grants. The U.S. Senate is debating the Higher Education Access Act 2007 that if passed will be the largest increase since the GI Bill and will provide \$17 billion in additional college aid.

Mr. Haynes noted that in the Legislative interim there will be some changes for the district will occur in that Richard Devlin, Senator from Tigard, has been named leader of the Senate Democrats; Larry Galizio, Representative, has been named to the Mini-Legislature Emergency Board on budget issues; Kate Brown, Senator, is stepping down from her seat to run for Secretary of State; Avel Gordley, Senator and longtime lawmaker from this area, is retiring from the Senate; and Margaret Carter, Senator, has been named President of the National Association of Elected Women of Color. During the interim events are planned to bring all of the lawmakers representing the College to the campuses to interact with staff, students, faculty, and Board members. Something special will be planned for Senators Carter and Devlin and Representative Galizio to acknowledge their support for the College in the Legislative session.

He also said the State is gearing up for the November election that will include Measures 49, designed to be the fix for land use Measure 37 and Measure 50, the increase in tobacco tax for the Healthy Kids initiative. A historic first even numbered year legislative session will begin on February 2<sup>nd</sup> and conclude on February 29. The



College along with the Oregon Community College Association (OCCA) will be lobbying additional funding for community colleges. He also noted that Chair Jim Harper will chair OCCA's legislative committee.

*District President Report:*

President Pulliams thanked Ms. Watkins and Mr. Haynes for their reports. He also thanked Board members, staff, faculty, and Mr. Dembrow for their work on the lobby effort. He said the positive results were achieved because all were united and worked very hard.

The President announced the Board Planning Retreat would be August 24<sup>th</sup> at Hayden's Grill. The August Board Business meeting has been cancelled and the September 20 Board Meeting will include a work session focusing on the proposed Bond.

He also invited Board members to attend the College Inservice with Sir Ken Robinson presenting would be Monday September 17<sup>th</sup>.

The President congratulated the incoming Chair Harper, Vice Chair Frisbee, and new Board Member McGlasson.

Chair Harper thanked Director Lim for his leadership during his time as Board Chair.

**ADJOURNMENT**

There being no further business, the meeting adjourned at 8:55 PM.

**NEXT MEETING**

The next business meeting of the Portland Community College Board of Directors will be held on September 20 at 7:30 PM in Board's Conference Room at the Sylvania Campus.

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Chair Harper

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President Pulliams

Prepared by:

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Lorna J. O'Guinn  
Assistant to Board of Directors  
Minutes approved on September 20, 2007