

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

MINUTES

BOARD OF DIRECTORS BUSINESS SESSION
Rock Creek Campus, Building 9, Room 122 a/b
October 18, 2007

BOARD ATTENDANCE

Board Members Present:

Denise Frisbee, Jim Harper, Jaime Lim, Bob Palmer, David Squire, Harold Williams

EXECUTIVE SESSION

The Board of Directors convened an executive session for Real Property Transactions in accordance with ORS 192.660 (1), (e) at 6:55 PM, adjourning at 7:30 PM.

CALL TO ORDER

Chair Harper called the business meeting to order at 7:40 PM and invited all present to introduce themselves.

APPROVAL OF MINUTES

The September 20, 2006 work session, public hearing on exemption from competitive bidding, and business meeting minutes were approved as published.

APPROVAL OF THE AGENDA

The agenda was approved as published.

INFORMATION SESSIONS

Rock Creek "Students Tell Their Stories" Video

Dr. Katherine Persson, Rock Creek Campus President

Dr. Persson provided Board members with a summary list of major events at Rock Creek Campus and then showed a video highlighting six students that told their own stories about their paths to becoming PCC students, their challenges, and their plans for the future.

Update on Center for Business and Industry (CBI)

Dr. Nan Poppe, Campus President Extended Learning and Cher Hinerman, Director Center for Business and Industry (retired)

President Pulliams commended Ms. Hinerman for using her expertise in working with business and industry to successfully develop CBI. Dr. Poppe introduced Ms. Hinerman who said that two years ago President Pulliams' vision resulted in establishing CBI by bringing together College, business, and industry leaders. She also thanked the Board for providing staff and the start-up funding needed. She thanked the Cabinet for their commitment and work to keep pace with industry on continuous process improvement. This support helped CBI complete the mission, vision, and goals statement in two years instead of three. She said another group playing a significant part in the success of this venture was the Kitchen Cabinet, a group of industry advisors. These groups provided valuable insight that allowed the College to develop teams to respond to whatever issue industry had in staffing, workforce development, education, training inside the organization, or downsizing and retraining. Ms. Hinerman said throughout the process the College's message to industry was "We are your Human Resources partner".

She said that with the help of the Workforce and Economic Development staff CBI was able to not only meet, but exceed the sales goals for each of the first two years. This allowed CBI to invest those funds into academic programs such as Pharmacy Technician that annually generates \$100,000. Reinvesting profits into programs provides a valuable service by addressing the needs of business and industry.

Ms. Hinerman reported that contracts with industry for providing services and training average about \$15,000. Although in small increments, when combined they create sizable earnings for the College. PCC Structurals is a good example. They have had several small contracts with CBI for providing on-site supervisory development training for foremen and lead supervisors that when added together total \$108,000. This company and others are able to get the on-site training they need for employees that is designed and delivered when, where and in the format needed.

She said she sees future efforts of CBI further integrating the academic and the entrepreneurial aspects of the program. Marketing will play a critical role in future success and she sees work going forward to achieve balance between the sales and project efforts.

Chair Harper commented that he has known Ms. Hinerman for a number of years in a number of professional settings and from the beginning had a great deal of confidence in her ability to grow CBI into a successful program. He also said he spoke to someone this morning from PCC Structurals who expressed his company's satisfaction in their work with CBI. He thanked Ms. Hinerman for her efforts.

Dr. Poppe thanked Ms. Hinerman for laying the successful foundation for CBI.

Board Goal 1 Update

Laura Massey, Director, Institutional Effectiveness and Dr. Christine Chairsell, Vice President Academic and Student Affairs.

President Pulliams introduced Dr. Chairsell and reminded the Board that she will be consulting with them in preparation for the upcoming workshop to review and revise current College goals.

Dr. Chairsell noted that a comprehensive written report on Goal 1 was provided to the Board. She said the stories told on the student voices video clearly illustrate the community college story. People come to the college for a multitude of reasons. She noted that Student Services staff are often the first people prospective students meet at PCC. Dr. Chairsell said that student access is continually improving due to a quality lifelong learning opportunity through the effective use of technology, affordable classes, and strategic location of facilities.

Ms. Massey said the key measures for access address distance learning, financial aid, and the cost of tuition and fees. Enrollment in Distance Learning classes is steadily increasing. For some students distance learning is their best means of access to educational opportunities. She said 75% of PCC students work and over half of those students also attend on-campus courses. For others child care and transportation are barriers to education that can be overcome by taking distance learning classes.

Ms. Massey remarked that tuition and fees charged to PCC students are competitive with other local Oregon community colleges and considerably less than Oregon universities. She also noted that the cost to students for tuition and fees is one of the key performance measures identified by the Oregon Legislature.

She said that in the 2006-2007 academic year 73% of the 12,788 PCC students who applied received financial aid awards. Access to college for almost 25% of credit students is significantly increased by financial aid funds. This year's restructuring of the Oregon Opportunity Grant by the Oregon Legislature means the number of students eligible and the size of the awards for need-based grants will be larger next year.

President Pulliams thanked Dr. Chairsell and Ms. Massey for the update.

Director Squire asked if PCC's tuition costs have been compared to schools like the University of Phoenix. Ms. Massey said those comparisons have been done and those schools' tuition is significantly higher than public universities in Oregon. Dr. Chairsell added that these and some private universities are looking for the fast-track students who are willing to pay more to earn a degree in considerably less time than is traditional. She also noted that the community college mission leans heavily toward getting a student ready for college as well as providing them a college education.

Director Frisbee asked for a comparison of the education experience and overall satisfaction of distance learning students compared to traditional classroom students. Ms. Massey said that in an on-line student survey this past Spring of all distance learning students 85% said they would take another distance learning course, 60% said the on-line course was equivalent in difficulty to traditional on-campus courses, 20% thought it was harder, and 20% thought it was easier. Distance learning provides access to education for a group of students who have additional barriers to overcome. Dr. Chairsell added that today's students' social interaction more than likely includes digital media making distance learning a natural approach to education for them.

President Pulliams noted that many distance learning students also take on-campus classes providing educational experience in both venues.

Dr. Chairsell distributed a 2007-08 timeline for goal reviews.

Chair Harper said it is very difficult for people who work long hours to go home, prepare for a class, and then drive 45 minutes each way to attend. He sees distance learning as a valuable asset for those people.

PUBLIC COMMENT ON AGENDA ITEMS

None

PUBLIC COMMENT ON NON-AGENDA ITEMS

None

BUSINESS MEETING

President Pulliams asked Mr. McEwen to describe a recommended modification for Resolution 08-025. Mr. McEwen asked that Resolution Recommendation 3 be revised to read "Appoints Nan Poppe and a PCC Board Member or other PCC representative Designated by the Board Chair as Portland Community College's representatives to the board of directors of the Gateway to College National Network".

President Pulliams said that Resolution 08-027 is a non-binding Resolution that authorizes the President to prepare for a Ballot Measure Resolution being considered by the Board for early 2008.

Director Frisbee proposed approval of Resolutions 08-024 through 08-027 with the requested modification to 08-025. The motion passed unanimously.

Other Reports:

Michael Dembrow, Faculty Federation President, reported the Oregon Department of Community Colleges and Workforce Development (ODCCWD) is finalizing their statewide FTE report that indicates headcount is up by about 10,000 but FTE is a little down. Of concern is most of the increased eligibility under the revised Shared Responsibility Model will be going to students at four-year universities.

Mr. Dembrow said Campus Equity Week is annually observed nationwide to look at issues related to part-time faculty. On November 2 two events will be held at PCC: a legislative round table about educational funding and a forum on academic freedom.

Mr. Dembrow attended the dedication and renaming of the Skill Center Program at Cascade Campus to the Margaret Carter Skill Center Program. He believes PCC

buildings should be named after people who have made significant contributions of time and effort to the College and asks the Board to consider that action.

On a final note he invited Board members and administration to attend the kick-off event in the Cascade Campus cafeteria on November 15 from 5 – 7 PM for his Oregon Legislature campaign.

Lucia Barnett, Classified Federation President, mentioned that although not Federation news, Southeast Center conducted an exercise to test the emergency warning system. She thanked Dr. Poppe and all others responsible for making the exercise realistic and valuable.

She said for the fourth year the Classified Federation has begun a donation drive in preparation for providing holiday baskets and gifts to three or four federation families.

Members Helping Members is a new program that will be funded by a portion of Federation dues that will be used to help Federation families who find themselves in unexpected positions of need.

Nancy White, ASPCC student representative, commented that two of the women in the student voice video were in her New Directions class last Fall term and are now well on their way to achieving an education.

She reported that ASPCC initiatives and events were held at all four campuses including a book sale the first week of the quarter that allows students to sell or purchase needed books at reduced cost; club fairs to introduce students to various clubs and organizations; work continues on sustainability initiatives. In November each campus will host the exhibit “Eyes Wide Open, The Cost of War to Oregon” that honors Oregon’s fallen soldiers. The exhibit consists of a pair of Army boots along with civilian shoes for Oregonians killed in Iraq. On January 31, 2008 ASPCC will participate in “Focus the Nation” a national day of dialogue with students and faculty about climate change.

Board Reports:

Director Williams asked Board members and the College to take action in an effort to save young African American males from tragic fates by getting them into school. He said too many of them are turning to gangs and crime because they do not know they have any other options. He sees them in jail or worse far too often. He said he is developing a plan that will offer health and dental care along with education opportunities that he will share with the Board Chair and District President before bringing it back to the Board.

District President Report

President Pulliams thanked Board members who represented PCC at the National ACCT Leadership Conference in late September. He congratulated Spencer Hinkle, Rock Creek Campus faculty, on receiving the ACCT 2007 Pacific Region Faculty Award. He also noted that the College was awarded the ACCT 2007 National Equity

Award. He thanked Sylvia Welch and staff and faculty who have worked to create a diverse workforce and ensure opportunities for access to education for women and students of color.

The President thanked Dr. Gatewood and his staff for their work that produced an outstanding dedication ceremony for the Margaret Carter Skill Center Program.

President Pulliams noted some upcoming campus events including the 9th annual Rock Creek Harvest Festival on October 27 and the Sylvania production of *The Importance of Being Earnest* on November 18 at the Performing Art Center.

The President announced that Rep. Larry Galizio will receive the 2007 Oregon Community College Association Howard Cherry Award for Outstanding Community College Advocate.

President Pulliams thanked the Board for supporting Resolution 08-027 that allows the College to move forward with capital bond levy planning. He asked Kristin Watkins to speak to the Board about the process involved with forming a Blue Ribbon Committee. Ms. Watkins said that the Board's adoption of Resolution 08-027 allows the College to announce the intention of presenting a capital bond levy proposal to the public and beginning tomorrow news releases will be issued. She also noted the timeliness of the *Oregonian* article about Rock Creek Campus' need for growth and expansion of facilities and programs.

Ms. Watkins said a small group of supporters will be formed from key leaders in the community as well as labor and business leaders from Washington County and the Portland area who champion Rock Creek, Cascade, Sylvania or Southeast. Those small groups would then become the Blue Ribbon Committee that will provide input and leadership for building community support for the bond program. She asked Board members to consider working with the committee and to make suggestions about who should be invited to serve on it. She said a Friends of PCC committee will be formed that will focus on raising funds for the bond campaign. Additionally, an internal district communication team of Federation representatives, staff, and faculty from all campuses will help set the direction and strategy for conveying campaign information to staff and faculty.

President Pulliams concluded his report by thanking Steve Sivage and his staff for quickly restoring damaged classrooms following a water leak in the Sylvania ST Building. He also thanked them for their work to preserve the grounds and buildings throughout the district.

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 November 15, 2007 at 7:30 PM in the Moriarty Art Center Auditorium at Cascade Campus.

Chair Harper

President Pulliams

Prepared by:

Lorna J. O'Guinn
Assistant to Board of Directors

Minutes approved on November 15, 2007