

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

**MINUTES**

BOARD OF DIRECTORS BUSINESS SESSION  
Cascade Campus, Moriarty Art Center Auditorium  
November 15, 2007

**BOARD ATTENDANCE**

Board Members Present:

Denise Frisbee, Jim Harper, Jaime Lim, Marilyn McGlasson, David Squire, 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) and (h) at 6:55 PM, adjourning at 7:20 PM.

**CALL TO ORDER**

Chair Harper called the business meeting to order at 7:35 PM and invited all present to introduce themselves.

**APPROVAL OF MINUTES**

The October 18, 2007 business meeting minutes were approved as published.

**APPROVAL OF THE AGENDA**

The agenda was approved as published.

**INFORMATION SESSIONS**

Cascade Campus Update

Scott Huff, Cascade Campus Dean of Instruction, said Cascade reported that in Fall term significant advances were made in serving students that included Weekend College, a program that serves many students and provides student services as well as classes. The increase in enrollment in this program and others has significantly increased FTE for Cascade Campus.

Fall term events included dedication of the Margaret Carter Skill Center Program and participation in the Homeland Security TOPOFF4 emergency simulation drill.

Staff and faculty receiving various honors included Verna Reardon who was selected by the Oregon Business Management Educators as the Postsecondary Teacher of the Year. Jacqueline Ehliis was granted an \$8,000 stipend from Ruth Ann Brown of the New American Art Union. Scott Huff was named Civil Engineer of the Year by the local chapter of the American Society of Civil Engineers (ASCE).

Dr. Gatewood continued work on committees of the Oregon State Board of Higher Education including the Barrier Busters Group subcommittee that is designed to improve the progress of high school students moving forward to community colleges, work or universities.

In observance of PCC's fifth annual International Education Week Cascade Campus hosted an International Extravaganza featuring food and dance from many cultures, a forum and other events to increase awareness of the rich diversity of the campus.

Collaboration between the campus and community groups including Portland Police Bureau continues to improve safety of the neighborhood. Additionally, work is continuing with Portland Development Commission, Regional Arts Culture Commission, and the City of Portland on a public art project along N. Killingsworth Street.

A final note, Cascade students have been involved in many projects including the "Eyes Wide Open: The Human Cost of War" traveling exhibit that graphically symbolizes Oregonians, both civilian and military, who have lost their lives in the Iraq War.

#### Board Policy B 506 Proposed Revision

Wing-Kit Chung, Vice President, Finance introduced Steve Hopf, Procurement Manager and asked him to review the revisions proposed for Board Policy B 506, the Board policy that relates to procurement of goods and services from Minority, Women Owned, and Emerging Small Business (MWESB).

Mr. Hopf said B 506 was adopted by the Board in 2001 primarily to promote diversity in goods and services purchased with the 2000 Bond funds. About \$93 million was spent on construction and a little over \$15 million of that went to local MWESB vendors. In 2004 a slight revision to B 506 was approved by the Board that increased the College's diversity in faculty, staff, suppliers, and vendors. The 2000 Bond project was completed in the 2006-07 fiscal year. The proposed policy changes expand the MWESB Program to include all goods and services and will remove references to the 2000 Bond from the policy. This Policy change will give the District President the authority to implement the expansion of the MWESB Program.

Mr. Chung reemphasized this is the first reading of the proposed policy changes and offers the opportunity for further change as the Board sees fit. The second reading of the policy change will occur at the December 6, 2007 Board meeting.

Director Williams stated his appreciation for President Pulliams' guidance in this effort and the work of the Finance Department. He asked if effort has been made to assure companies claiming to be MWESB are valid and not merely fronts for businesses that

would not qualify if carefully scrutinized. He asked if that effort has not been made to please do so. President Pulliams assured Director Williams that will be incorporated into the policy and the College will follow up as he requested.

#### PCC Foundation Update

Kristin Watkins, Director of Institutional Advancement, began the update by acknowledging Foundation Board Members Betty Duvall and Ron Wilkinson for their attendance this Board meeting.

Ms. Watkins said 2006-07 was very successful for the Foundation in that \$1.4 million was raised; the Foundation endowment reached \$2.7 million; almost \$275,000 was awarded in scholarships to 320 student recipients; and almost \$420,000 was awarded to PCC programs, events, and student activities. These and other activities are documented in the 2006-2007 Audit Report that was provided to the Board. Additionally the Foundation was able to move forward with the capacity building effort that included hiring a Major Gifts Officer and Executive Director. Efforts are also underway to upgrade the function and appearance of Foundation materials.

She asked Rick Zurow, Foundation Executive Director, to provide an update about current Foundation events. Mr. Zurow listed three reasons he is thankful to be at PCC: 1.) to be part of the process of building the Foundation and achieve the PCC and Foundation vision of providing access to education for everyone and being a factor in workforce development in the community; 2.) Board Member commitment to Foundation capacity building efforts; 3.) Board Member participation in Operation DIBS this summer. He believes Board participation in Operation DIBS was a significant factor in the Foundation being awarded the Meyer Memorial Trust grant for capacity building.

Mr. Zurow said the Foundation is currently receiving funding from both the Miller Foundation and Meyer Memorial Trust. To meet the Foundation's fundraising goals additional staff are needed. An accountant and a prospect researcher have been hired; two additional Foundation Officers to develop business partnerships and focus on faculty and staff participation, and a Database Manager are yet to be hired. The faculty and staff campaign has already begun and he is confident the goal of at least 50% participation can be reached with the creation of a matching gift fund pool that will stimulate faculty and staff participation. The Foundation website is being upgraded to broaden appeal to the professional community who would like to give significant gifts to the Foundation.

Mr. Zurow invited Board Members to attend the Foundation strategic planning retreat to be held November 16 and 17<sup>th</sup>. He then introduced Peter Bauer, Foundation President and asked him to talk about the Foundation's future.

Mr. Bauer said support from the College Board of Directors has energized the Foundation to move forward. He noted that statistically 55% of incoming college freshmen come to community colleges but only 3% of the funds raised go to community colleges. Mr. Bauer said President Pulliams' vision of helping anyone in the PCC district who wants education to get it has become the Foundation's vision. The Foundation

retreat will be dedicated to restructuring its Board from a stewardship model to an assertive fund raising model to achieve that goal. A personal goal for him is to move the College's Foundation into the top 20% in the nation for fundraising and endowments. He believes this is a very doable goal that will benefit students. He asked Board Members to help identify possible new Foundation Board Members that can connect the Foundation to those who can provide the funds necessary to reach President Pulliams' goal.

Chair Harper said he served on the Foundation Board for 18 years before coming to the College Board and that serving as the liaison between the College and Foundation boards has allowed him to observe astonishing change in the Foundation, especially in the last two years. President Pulliams thanked Mr. Bauer, the Foundation Board, Ms. Watkins, and Mr. Zurow for their energy and dedication to providing scholarships for PCC students.

#### Board Goal 5 Update - Partnerships

Dr. Christine Chairsell, Vice President of Academic and Student Affairs said that Goal 5 states "We will effectively respond to the educational needs of our students and communities through strategic alliances with business, government agencies, and educational institutions." She then asked Laura Massey, Director of Institutional Effectiveness, to report on how the College is meeting that goal.

Ms. Massey reported that PCC has numerous partnerships and strategic alliances that provide benefit the College and students. In the past five years revenue generated from funded grants to the College totals \$117 million with over \$25 million from last year alone. She distributed a report to the Board on grant funds received and how they were used. Dr. Chairsell added that this record high grant funding, \$1.3 million more than last year, is due to the leadership of Candy Solovjovs, Director of Grant Development. She then announced that Ms. Solovjovs has accepted a position with Meyer Memorial Trust and will be leaving the College at the end of November.

Ms. Massey said the Dual Enrollment Program is an example of an expanded partnership PCC has with area high schools that allows high school students that are academically ready for college to have the opportunity to simultaneously earn high school and college credits toward graduation. Over 2,100 high school students were enrolled in this program last year.

Ms. Massey said the Institute for Healthcare Professionals is an example of contract training partnerships that serve practicing healthcare professionals through continuing education and also entry level students who want to begin working in healthcare. These entry level students often become continuing education students as they advance in their full-time professional positions. This institute is the largest American Heart Association approved community training center in Oregon. Major hospital systems such as Legacy, Oregon Health and Sciences University Hospital, Providence, Kaiser, and others use the institute as their trainer of choice for almost 6,800 of their employees annually.

Ms. Massey concluded by saying PCC's many partnerships allow the College to provide a variety of programs and services that would not otherwise be possible.

Director Williams asked if data is available about the number of students enrolled in the Dual Enrollment Program who then go into the health professions programs. Dr. Chairsell said that data has not been tracked. Ms. Massey said information has been tracked about the path students take in continuing their education after high school that indicates these students have a higher level of going on to college than the control group of high school students not in the Dual Enrollment Program. She said additional research would be needed to adequately answer Director Williams' question and that the Dual Credit Program does not currently include health professions. President Pulliams said most often students enroll in the Dual Enrollment Program to get a head start on their baccalaureate degree programs. The Institute for Healthcare Professionals is primarily for students already working in healthcare fields that are coming to the College for additional training. He assured Director Williams that additional research will be done to see how many Dual Enrollment Program students go into healthcare fields.

Chair Harper complimented Dr. Chairsell and Ms. Massey on their report. He asked if classes for the 2,100 Dual Enrollment Program students were at PCC campuses or in the high schools. Dr. Chairsell responded those classes are taught in the high schools. Director Squire asked if there is revenue other than the \$35 per class generated through this program. Dr. Chairsell replied that the College receives FTE reimbursement.

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

None

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

None

### **BUSINESS MEETING**

Director Squire asked if 08-031 includes the total cost for the emergency alert system or only the pilot portion. President Pulliams asked Mr. McEwen to respond. Mr. McEwen said the current resolution is only for the pilot portion of the cost. Upon completion and evaluation of the results a resolution for funding to complete the system will be brought for Board approval.

Director Squire proposed approval of Resolutions 08-028 through 08-033. The motion passed unanimously.

*Other Reports:*

Michael Dembrow, Faculty Federation President, noted the poster from the 2007 African Film Festival has been framed and mounted in the Moriarty Arts and Humanities Building Auditorium and the poster design for the African Film Festival next January has just been completed.

Mr. Dembrow supports the decision to rename the Leadership Internship Program to the Dr. Susanne Christopher Leadership Internship Program in consideration of her work as the Coordinator for the Staff Development Program. He noted that the leadership program is in part a long-term effort to increase diversity of College faculty.

Mr. Dembrow also noted that he appreciates the Foundation providing scholarships to students because in addition to providing needed funds for education the application process provides students a sense of self-confidence and empowerment in being part of a system that really cares about them.

Deborah Hall, Classified Federation, invited Board members to attend the Classified Federation holiday party on December 13 at Sylvania Campus from 5 to 7:30 PM.

Ms. Hall reported that Lucia Barnett, Classified Federation President will be off for the next several weeks due to injury from an accident.

Elijah Herr, ASPCC Student Representative, said he echoes everything Mr. Dembrow said about the PCC Foundation and that he has received three Foundation scholarships that have been of great benefit to him. Mr. Herr reported that in response to the Foundation's commitment to students the ASPCC and the District Student Council has budgeted \$250 for each campus to create kick-off events that highlight Foundation efforts with the goal of building a partnership between students and the Foundation.

Mr. Herr said the District Student Council continues to improve its methods and practices by improving communication with a weekly newsletter, hiring a part-time secretary to improve minutes and note taking for meetings, and moving to a sub-committee approach for dealing with hot button issues. ASPCC is moving forward with a myriad of issues and is becoming even more responsive to faculty and administration requests for student involvement and input. He said the students are exceptionally proud of the work they have done so far this academic year and are looking forward to the rest of the school year with a renewed sense of vigor.

*Board Reports:*

Chair Harper, said the January Board Planning Session will be a one-day, 10AM to 4 PM meeting to continue discussion begun at the August work session: looking at planning, reviewing and revising Board goals; Board self assessment; increasing involvement in community outreach work groups; and aggressively pursuing community college interests at all levels. He requested each Board Member respond to the email that will be sent with proposed dates. President Pulliams added that Vickie Willis will again facilitate that meeting.

Chair Harper reminded the Board that the Foundation retreat reception is tomorrow at 5:30 PM at the Kennedy School and asked them to attend in a show of their support for the Foundation.

*District President Report:*

President Pulliams wished the Board, faculty, and staff a safe and happy Thanksgiving. The holiday gathering for Board members, executive staff, and the Foundation Board will be December 14 at the Portland Art Museum. He thanked Board members for agreeing to lead the Bond community meetings that will be held at each campus and Southeast Center over the next few weeks. He noted that the 7<sup>th</sup> Annual Harvest Festival at Rock Creek Campus hosted over 1,000 community members. The President wished Lucia Barnett a quick recovery. He concluded his report by reminding the Board that the next business meeting will be December 6<sup>th</sup> at Sylvania Campus.

**ADJOURNMENT**

There being no further business, the meeting adjourned at 8:20 PM.

**NEXT MEETING**

The next business meeting of the Portland Community College Board of Directors will be held on December 6, 2007 at 7:30 PM in Board's Conference Room at the Sylvania Campus.

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Jim Harper  
Board Chair

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Dr. Preston Pulliams  
District President

Prepared by:

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Lorna J. O'Guinn  
Assistant to Board of Directors

Minutes approved on January 17, 2008