

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

MINUTES

BOARD OF DIRECTORS BUSINESS SESSION
Cascade Campus, Moriarty Arts and Humanities Building Auditorium
November 20, 2008

BOARD ATTENDANCE

Board Members Present:

Denise Frisbee, Jim Harper, Jaime Lim, Marilyn McGlasson, Bob Palmer, David Squire

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 6:52 PM, adjourning at 7:25 PM.

CALL TO ORDER

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

APPROVAL OF MINUTES

The October 16, 2008 business meeting minutes were approved as published.
Harper/Squire

APPROVAL OF THE AGENDA

The agenda was approved as published. Lim/McGlasson

INFORMATION SESSIONS

Cascade Campus Update

President Pulliams introduced Scott Huff, Interim Cascade Campus President and asked him to provide a brief report regarding campus activities. Mr. Huff reported that the Middle College, in collaboration with Portland Public Schools, offers dual enrollment in classes for Jefferson and Roosevelt High School students that will count toward their high school diploma and college credits. This program helps retain students in high school and provides them early college experience that can give them confidence to continue their college education. Financial support for tuition and books at \$150,000 for each of the past two years was provided through an intergovernmental agreement with Portland Public Schools. He said that over 160 students have taken over 400 credits

and that some of the students who have graduated from high school are coming back to the Middle College office to maintain contact with the College and get help.

Mr. Huff then reported that the Evening Trades Apprenticeship Preparation Program (ETAP) started by the Housing Authority of Portland and supported most recently by (CAWS) Construction Apprenticeship and Workforce Solutions was transferred to PCC this past summer. This program complements other pre-apprenticeship programs offered at the Skill Center and pre-trades program. Adding this program means the College can offer two programs approved by the Bureau of Labor and Industry as direct entry programs for apprentice programs that allow graduates to apply directly upon graduation for open slots with union apprenticeship programs. The first group of students will graduate from this ten-week program in December 2008.

Mr. Huff said Open Doors was created last year at Cascade as a pilot program administered by the Middle College Coordinator to help young men of color stay in school when they might otherwise drop out stay in high school. He said Open Doors helps these students start college much the way Middle College does. The first cohort of 10 students has each finished 9th grade. Intensive tutoring/study sessions, cultural activities emphasizing history of local minority populations, exposure to local professionals of color, introduction to local work of artists of color, and one-to-one mentoring along with a number of “wrap-around” services are provided to help these students succeed. Additionally, there are two meetings each term with the Middle College coordinator and each student’s parents or guardians. Each student in the Open Door program that graduates from high school can receive full-time scholarships to PCC for up to two-years.

The final program in Mr. Huff’s update was the Weekend College program that was started Spring term 2007 that doubled the number of students enrolled in classes offered on Saturdays and Sundays from the Fall of 2006 to Fall 2008. He added that a number of students, by themselves or in groups, like to have access to the Library, Computer Resource Center and Student Learning Center on Sundays even though they are not enrolled in classes held on Sunday.

Director Squire asked how many students are enrolled in the Weekend College. Mr. Huff responded that the program enrollment about 100 fte with the majority of those students taking one or two weekend classes and that would equate to about 400 students.

Chair Frisbee complimented the work being done in these Cascade Campus programs for the students. President Pulliams acknowledged Dr. Gatewood’s work in lobbying executive staff to support these valuable programs. He also thanked the staff and faculty at Cascade Campus for their work in creating these programs.

Regional Marketing Awards

Kristin Watkins, Director of Institutional Advancement, asked Russell Banks, Marketing Manager, to report on the awards the College won at the October Regional Conference of the National Council for Marketing and Public Relations (NCMPR). Mr. Banks

reported that PCC won awards in 10 of the 25 award categories. Of the awards eight were gold, one was silver and one bronze. Mr. Banks explained that these awards are prestigious because NCMPR is the professional association for marketing and public relations staff at community colleges. He provided an audio video presentation for the Board that demonstrated some of the materials that won awards.

Ms. Watkins added many of the award winning projects were collaborative efforts across the College and with the Advancement Office. President Pulliams noted that this same team was involved in producing some of the materials for the bond campaign and that he often received comments throughout the bond campaign process on how well done the brochures and other materials were. Mr. Banks said that the bond campaign materials will be entered in next year's NCMPR competition.

Annual State of the Foundation

Rick Zurow, Foundation Executive Director, and Betty Duvall, Foundation Vice President, presented the annual State of the Foundation report. Ms. Duvall congratulated College staff on passage of the November Bond initiative and said the Foundation was very pleased to have been able to play a role in the campaign process.

She said this past year was very successful for the Foundation. She said their staff was increased from three to nine staff members to enable the Foundation to grow and noted that they attended a two-day workshop to develop a new vision and strategic goals. She said in the last year \$1.31 million was raised in annual gifts exceeding their goal by \$50,000. She reported 327 scholarships were awarded out of the 750 applications. She also reported that the Foundation has begun expanding their efforts by providing funding for staff development, program development and capital equipment purchase. She said the Foundation would like to expand what they do into other areas. Ms. Duvall said another new fund is the Pay it Forward Fund that provides funding to allow students very close to graduation but unable to continue due to loss of job, illness in their family, lack of financial resources or other reasons to reach their goal.

Ms. Duvall said this year effort is being made to increase marketing and communications efforts to share their story with more people and expand Foundation Board presentations throughout the community. She explained the Foundation has an opportunity through the Miller Match Challenge to double contributions received, up to \$320,000, through March 31, 2009 that exceed the amount raised for scholarships last year. She added that the funding goal for the current year is \$1.5 million.

She thanked the Board for their continued support of the Foundation in policies and in their personal contributions, adding that the Foundation looks forward to continuing to work with the Board and welcomes the opportunity to serve PCC and the community.

Director Squire thanked the Foundation for their support and significant role in the passage of the bond measure. Director Harper also thanked the Foundation for their continued work to award scholarships to PCC students.

Chair Frisbee thanked Ms. Duvall for the report adding the Foundation has continually provided tremendous support at just the right time and thanked the Foundation for their support on the bond initiative campaign.

Campus Planning and Development Processes in the City of Portland

Randy McEwen, District Vice President and Jeff Condit, College Legal Counsel

Mr. McEwen said this report is in response to the Board's request for an overview of the comprehensive land use development planning and permitting processes that will be required for Cascade Campus, Sylvania Campus, Southeast Center and the Willamette Building renovation and building process throughout execution of the bond initiative program. He said the first report is about the process for the City of Portland and that in future meetings reports will also be provided on the processes for Washington and Yamhill Counties because each jurisdiction has a unique set of laws and regulations. He added that this is a legal process and that Jeff Condit, College Legal Counsel would provide the requested information.

Mr. Condit began his report by saying that Portland divides its approval process into four types and that most of the bond projects will fall into Type II or III. He explained the Type III process is the most formal and extensive as it involves neighborhood meetings, pre-application conferences with staff, referral to a hearings officer for a public hearing and potential appeal to the City Council. He said that in the Type II process a staff decision can be made but is subject to notice of appeal to a hearings officer if there are objections and can even go on to the City Council for hearing. He noted that significant modifications to any of College sites within the City of Portland are going to require an extensive public process and that each of PCC's sites is in different zones or different master planning categories. He said the processes the College uses will need to be transparent to allow interested parties to participate to reduce possible conflict and use of appeal if parties strongly disagree with the College's plans. He said going into the process with careful prior planning will help create a smooth process and that Portland has some of the most customized zoning designations in the State. He then explained zoning and master plans that are already in place and some of the specific characteristics and challenges in work planned for Cascade Campus, Sylvania Campus, Southeast Center and the Willamette Block Building. He concluded his report saying that the planning process is just starting and the outcome will be contingent on implementation choices the Board makes that will affect the planning processes that will be used.

Goal 1 – Access

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

President Pulliams introduced Dr. Chairsell and Ms. Massey by saying Goal 1 – Access begins the annual series of Board Goal Reports. He said this goal is important because of the College's mission to provide open access and affordable education for the community, especially important to the increasing numbers of adults coming to PCC to re-career and retrain.

Ms. Massey reported that the College directly or indirectly supports student access through Distance Learning, financial aid and the cost of attending college. She also said an increasing number of students access PCC through Distance Learning courses with about 24% of current credit students taking at least one Distance Learning course in addition to campus classes. Additionally Distance Learning course enrollment has increased over the past five years by 62%. In a survey she said Distance Learning students report these classes reduce or eliminate barriers such as work schedule conflicts and lack of childcare or transportation.

Ms. Massey said although PCC's tuition and fees are comparable or only slightly higher than neighboring education institutions and are significantly lower than Oregon Universities the cost to attend college can inhibit student access. She also noted that about 70% of PCC transfer students go on to Portland State University (PSU) to either complete their Bachelor degree. She provided the example of a student transferring to PSU following completion of 50 credits at PCC and that on average the savings of taking these courses at PCC was about \$3,400.

Her final comments addressed how the availability of financial aid can influence student access. She noted that last year applications and awards of student aid at PCC increased by 9% and this year's numbers will be even higher. Dr. Chairsell said that the current increase in financial aid is primarily in the form of loans that create debts for students rather than grants and scholarships that do not cause that burden to students. She did note that the PCC Foundation awarded \$420,000 in 325 student scholarships.

Dr. Chairsell thanked the Board for their leadership in the November bond initiative campaign passage because that too will increase student access by providing the addition of more and better programs that give students more choices in directing their futures. She concluded her report saying that on November 21 Winter term registration will begin and about 25,000 students are expected to go through the system that day alone and her staff will be looking very closely at those students to identify those in dire financial need especially in these challenging economic times.

Director Squire asked what the funding source of the student financial aid loans and if that funding will be affected by the current economic instability. Dr. Chairsell said the economy has created serious challenges with 13 lending institutions no longer willing to do student loans. She said this past Summer term about 1,000 students were affected when their lending institutions decided to no longer offer student loans. Financial aid applications then had to be repackaged for these students and sent on to other lenders. She said the financial aid process is now somewhat more stable but there is concern that students will be unable to repay student loans due to job loss and threats of foreclosure. Dr. Pulliams asked Dr. Chairsell to describe stopgap loans through the College that helped the students this past Summer. Dr. Chairsell said many students began their financial aid application process too late to have funds available when they were needed and that arrangements to allow those students to charge books and supplies at PCC Bookstores until their financial aid came in.

Chair Frisbee asked what percentage of PCC students that transferred to PSU make up the PSU third year student body. Dr. Chairsell replied that information is not readily available. Chair Frisbee then asked how PCC tracks that performance measure information. Ms. Massey said Community College Workforce and Development (CCWD) works with the Department of Education and University System, tracks relevant information, and disseminates it to the Colleges. Chair Frisbee thanked Dr. Chairsell and Ms. Massey for their report.

State Budget Outlook

Dr. Preston Pulliams, District President, and Wing-Kit Chung, Vice President, Administrative Services

President Pulliams asked Dana Haynes, Manager, Public Affairs to provide information about the Governor's Revenue Forecast, the current political climate, and lobbying opportunities for Board Members.

Mr. Haynes said that although Oregon's budget news is not good it could have been much worse. He listed quotes from Mary Nolan, Chairman of the House Democratic Caucus and resident of the Sylvania Campus area; Peter Courtney, the longest serving member of the Oregon Legislature and the Senate President; and Dave Hunt, who is about to be named Speaker of the House and is a very big fan of community colleges in which each pledged support to education and workforce development.

Mr. Haynes said that PCC has maintained strong ties to district lawmakers since the last Legislative Session finished by inviting them to campus events and College staff attends the Legislators' events and that 32 of the 90 lawmakers in Salem serve in the PCC District. PCC will also work with the Oregon Community College Association (OCCA) to find an appropriate funding level to request for Oregon Community Colleges. He said the current high enrollment at community colleges statewide presents the case that 2009-2011 community college funding should be allotted to adequately address the unmet demand for community college courses. He noted that with the recently passed bond initiative PCC is branded as being an important part of the workforce development training solution. An additional plus for PCC in this process is having access to matching funds should the Legislature push through a flurry of capital construction projects in an attempt to bolster the economy.

He said that during the upcoming Legislative sessions the College will hold breakfasts at each campus and the Southeast Center for the lawmakers. Additionally Mr. Haynes will provide a Lobbying 101 class for Board Members and the Cabinet in December. Appointments will be made for January visits with lawmakers for PCC officials, students, the Federations, business leaders and others.

Dr. Pulliams said that while the budget forecast is not good and the College is preparing for the worst, the process is political and lobbying is essential in making a case. He said that the talking points information will soon be available for Board Members to use as they attend forums and meet with Legislators. Director Harper asked what the date of the OCCA Legislative Summit will be. Mr. Haynes said that hasn't been announced yet but should be soon. President Pulliams said the Board will be notified as soon as the

information is received. He then invited Mr. Chung to provide information about possible impact of the Budget Forecast to PCC.

Mr. Chung said the Governor's press release asks for across the board budget cuts for the current biennium that could create a reduction to PCC of \$1.6 million to \$2 million depending on when the allocation is done. He also said that the College should have enough cushion to absorb the reduction for FY 2009. He said that the Governor announcing his proposed budget provides a starting place for biennial 2009-2011 budget planning and that he, President Pulliams, Cherie Chevalier and other Cabinet members have begun meeting to discuss budget principles going forward regardless of economics. He reminded the Board that a couple of bienniums ago was a similar economic situation where College leadership wisely decided to continue to invest in the future and the College has benefitted from that decision.

Chair Frisbee thanked Mr. Haynes, Mr. Chung and Dr. Pulliams for the report.

The Business Session was adjourned and the Public Hearing on Portland Community College Becoming Tobacco Free was Convened.

Public Comment on Portland Community College Becoming Tobacco Free

President Pulliams said substantial work has been done this academic year to introduce an initiative to make Portland Community College District 100% Tobacco Free by Fall 2009. He asked Neal Naigus, Assistant to the District President, to provide an update on the work done to date.

Mr. Naigus said that he is Chair of the district-wide tobacco free taskforce comprised of representatives from each PCC Campus and Center that is developing a policy proposal for Board approval with implementation Fall term 2009. He said that this Fall term the taskforce applied for and was notified they would be awarded a grant from the Oregon Public Health Division. Although he has been assured the award process is moving forward they have not yet received the funds. When received, the funds will be used to hire a coordinator to help implement the program and develop materials to explain reasons for the policy.

This Fall each campus and center began restricting smoking to designated smoking facilities only. Campus and Center maps and signs have been installed to indicate the PCC is smoke free except for designated areas. Brochures printed in Spanish and English for each Campus and Center have been distributed that show smokers the locations of designated smoking areas and how to quit smoking if they choose to do so.

Chair Frisbee opened the floor for public testimony regarding PCC District adopting a Tobacco Free policy. She reminded those speaking that the time limit is five minutes per speaker.

Ms. O'Guinn distributed written statements to Board members from Michael Morrow and Peter Seaman in lieu of oral testimony.

Erik Vidstrand, Community Health Educator for Multnomah County Health Department, Tobacco Prevention/Education Program, said the mission of Multnomah County Health Department is "Healthy people in healthy communities". The goal of the County tobacco program is to reduce the use of tobacco and eliminate exposure to second hand smoke throughout Multnomah County. He said the trend toward smoke free environments began in the late 1970s and has grown into a significant movement since then to eliminate hazardous second hand smoke exposure. He also said one of the most effective methods of reducing health hazards of smoking and second hand smoke is to get people to quit, one person at a time and that education of the public about the dangers smoking causes is an effective tool in helping people quit.

Amanda Garcia-Snell, Tobacco Education and Prevention Coordinator in Washington County, said tobacco is the leading preventable cause of death in Oregon and the United States and that Washington County Health and Human Services recognizes that establishing tobacco free campus policies is the most effective way to reduce exposure to second hand smoke and that smoke free policies may be associated with increasing the quit rates of current smokers. She said the Washington County Health Department, Health and Human Services Department supports a tobacco free policy for Portland Community College and believes the policy would be the most effective way to protect the health of students, staff, and visitors.

Andrew Epstein, American Lung Association of Oregon, School Policy Manager, distributed a booklet produced in collaboration with Clarke College and a tobacco free college in Missouri. He said the brochure is used to reinforce the beneficial qualities of tobacco free campuses and it includes a page highlighting PCC with a quote from Chair Frisbee, a photo of Faculty Federation Vice President, Peter Seaman and last year's ASPCC President, Victoria Galanopolus. He said when PCC goes tobacco free it will join businesses, government agencies, universities, over 100 community colleges and other facilities and organizations nationwide in promoting lung health. He said the Oregon Lung Association can provide resources to help smokers quit, signage and stickers for distribution on campuses. He congratulated PCC on the consideration for going tobacco free.

Brian Kelly, Student at Cascade Campus said there is a population at PCC who asks that consideration be given to not banning tobacco altogether because some of the students he knows are recovering from more serious addictions and although they know the health hazards of smoking, using tobacco helps them continue with their education by providing grounding and comfort they need to continue learning and to move away from the self-destructive behavior experienced of their past. Mr. Kelly said he is not alone in finding academic success and the beginning of a more positive life at PCC. In the three terms he has attended PCC he has heard the stories of many other students with similar situations.

Nancy White, Student at Rock Creek Campus, and ASPCC Student Leader commended President Pulliams for his proposal of the Fall 2009 Tobacco Free Initiative. She said that both her mother and mother-in-law died before they should have because of smoking. Ms. White is concerned about the effects of second hand smoke

and feels the current smoking policy is not effective because smokers do not always use the designated areas for smoking and to get from building to building on the campus she has to walk through clouds of smoke. She requests that the Board adopt the Tobacco Free Policy.

Adjourn Public Hearing and Convene Business Session

PUBLIC COMMENT ON AGENDA ITEMS

Gretchen Brask, Humbolt neighborhood resident, because she is interested in keeping abreast of bond measure implications for Cascade Campus and asks that the College provide information to the neighborhood by informing the Chair of the neighborhood association of plans that could impact them.

PUBLIC COMMENT ON NON-AGENDA ITEMS

None

BUSINESS MEETING

Director Harper/ Palmer proposed approval of Resolutions 09-034 through 09-040. The motion passed unanimously.

Other Reports:

ASPCC Student Representative, Marissa Johnson, explained that ASPCC is the Associated Students of Portland Community College and DSC is the District Student Council. ASPCC is comprised of students from each of the campuses and the Southeast Center. The DSC is consists of three members, usually officials, from each ASPCC. Decisions are made by consensus of the body, campus vote is defined in the bylaws as a vote of 2 members from the same campus serving on the DSC with all campuses required to reach agreement before anything moves forward. She said at the October 24 DSC meeting three yearlong goals were identified and agreed on. She said the DSC Campus Representatives will propose new initiatives at the next District Student Council meeting.

Ms. Johnson thanked President Pulliams and OCCA members for providing partial funding an organizer event to coordinate the Legislative effort of the Oregon Community College Student Association (OCCSA).

She invited Board members to attend any District Student Council Meeting that fits in their schedule. Director Squire asked if the meetings are on a website or are publicized elsewhere. Ms. Johnson said students have a listserve that goes to the Deans of Students and they also have a group page on MyPCC but not a website.

Chair Frisbee thanked Ms. Johnson for her report and for the efforts the students have made.

Board Reports:

Chair Frisbee thanked Directors Squire, Lim and Williams for their attendance at the recent OCCA Annual Conference.

District President Report:

President Pulliams, on behalf of the College, extended best wishes to the Board, faculty and staff for a happy Thanksgiving and noted PCC will be closed Thursday and Friday to observe the holiday.

He voiced his appreciation to Betty Duvall and the Foundation for their efforts in hosting a reception at the Duvall residence and hosting the Legacy reception to be held on December 2 at Sylvania Campus. He invited Board Members to attend the December 2nd event. He also reminded Board members of the December 10th holiday reception at the Heathman Hotel from 5:30 – 7:00 PM.

As a final note Dr. Pulliams said the PCC auditors will present their audit findings for FY 2008 at the January Board meeting.

ADJOURNMENT

There being no further business, the meeting adjourned at 9:10 PM.

NEXT MEETING

The next business meeting of the Portland Community College Board of Directors will be held on December 4, 2008 at 7:30 PM in Board's Conference Room at the Sylvania Campus.

Denise Frisbee, Board Chair

Dr. Preston Pulliams, District President

Prepared by:

Lorna J. O'Guinn
Assistant to Board of Directors

Minutes approved on January 15, 2009