

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
September 25, 2008

BOARD ATTENDANCE

Board Members Present:

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

EXECUTIVE SESSION

The Board of Directors convened an executive session for Employment of a Public Official and Real Property Transactions in accordance with ORS 192.660 (1), (a) (e) at 6:35 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 June 26, 2008 and July 17, 2008 business meeting minutes were approved as published.

APPROVAL OF THE AGENDA

The agenda was approved as published.

INFORMATION SESSIONS

Goal 2: Student Success

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

Dr. Chairsell said the presentation is the final report on goals for academic year 2007-2008 covers how the College achieved Board Goal 2, Student Success. She asked Ms. Massey to begin the report. Ms. Massey said student success encompasses both academic progress for students enrolled at PCC as well as preparation for continued success educationally and professionally when they leave the College. She said academic success is not always a linear path for

PCC students, that about 75% of them are employed and about 66% attend college less than full time. Students often have stops and starts and stops and restarts on their path of student success. Ms. Massey noted that enrollment at PCC does not ensure student success but the College can't provide students success unless they are enrolled. She said 2007-2008 was the first time since the budget cuts in 2002-2003 that PCC experienced significant enrollment increases and the trend has continued into the current Fall term with an FTE increase of 10.5% and student head count up 6.5% over the same period last year. She said research indicates academic progress and academic success begin in the classroom, are intricately linked and that students who successfully complete a course are more likely to re-enroll or be retained the following term.

She noted that PCC has implemented a number of new initiatives that focus on first year students because they are the most vulnerable student population. The vulnerability stems from a variety of reasons including having insufficient study skills or beginning their college career after many years of not being a student. Dr. Chairsell described one of the new initiatives called First Year Experience in which first year students are offered a free one-credit class to help them achieve college success by developing college goals, learning about degree options, learning how to use MyPCC to access college resources, developing an understanding of college policies and procedures, and learning how to access student services. She said another new initiative being introduced Fall term 2008 is a new interactive, on-line tool called My Academic Plan that will allow students to create a plan for their academic progression that can include milestones for action such as paying their bill, applying for or receiving financial aid, seeing an advisor or other reminders to help keep them on track. She described one more new initiative, Mandatory Advising that requires students who place into developmental education to speak with an advisor. This will help establish relationships to help students to create an environment that retains students so they have an opportunity to reach their desired goals.

Ms. Massey said a process is currently being implemented to advise students deficient in college-level reading, writing, and math skills to take courses to bring those skills to a level sufficient to increase the likelihood of their success. Dr. Chairsell added that this Fall phase I of the two-year prerequisite implementation process was started for all new students, in an effort to assure new students are adequately prepared for college-level coursework. They are required to complete Reading 115, Writing 115 and Math 20 or place into higher-level courses in order to get into college-level classes. Phase II will begin next Summer whereby the prerequisite implementation will apply to all current students. She said although there were concerns that implementation would cause a reduction in enrollment or that there might not be enough of these classes for students, or the Banner system might not be able to process data as needed none of those concerns have proved to be problems. She said this will help students be more successful and better prepared and was developed over a three-year period by staff in

Enrollment Services, the Campus Deans, Technology Services and with the support of faculty and staff throughout the College.

Ms. Massey added that with enrollment, successful course completion, retention from term to term, and in some cases the added development of college level skills 2,100 students in 2007-2008 academic year completed a degree or certificate. 95% of PCC's current or former students taking a state or national licensing or certification exam passed and 4,700 students transferred to a university in the Oregon University System and were found to be academically competitive with students who began their career at the universities. She said this is an important factor because PCC accepts students at all levels of academic achievement and helps them achieve the academic preparation that helps them successfully transfer and thrive in a university setting. She said student success takes many different forms beginning with enrollment, then careful nurturing in academics and student services that helps students become successful by completing one course at a time.

Dr. Chairsell added that the second week of the term is typically a time that enrollment drops because that is the deadline for students to pay for their courses and typically they choose the courses that most appropriately fit their current need and drop the others causing the enrollment drop. She said the next enrollment measure will be at the fourth week and that even though the enrollment numbers may be lower than the first week of Fall term they will still be higher than a year ago. Dr. Chairsell also noted that in addition to the Board goal success indicators the report that she provided includes information about how the College is meeting the legislative key performance measures. Chair Frisbee thanked Dr. Chairsell and Ms. Massey for their report. President Pulliams congratulated all throughout the College who so thoughtfully and diligently contribute to the success of PCC students and thanked Dr. Chairsell and Ms. Massey for their report.

New College TV Commercial

Dana Haynes, Manager, Public Affairs

Mr. Haynes showed the latest TV ad to the Board noting it is the first to be created to present PCC to the public as opposed to promoting a specific program. He said the ad is being run on ABC, NBC and CBS affiliates during news and prime time programming with about half of the purchased time on Comcast cable channels. Dr. Pulliams asked Board members to share with him their reactions to the updated marketing plan that was sent to them. He added that the TV spot Mr. Haynes showed was created as part of the College's marketing strategy to increase the College's visibility throughout the district. He noted that community members are telling him that they like the ads. He thanked Ms. Boemer for her work in producing this marketing material. Chair Frisbee said she saw the ad on TV and thought it was effective and well done.

First Reading Board Policy B 206, Non-discrimination and Board Policy B 207, Non-harassment

Sylvia Welch, Director, Affirmative Action

President Pulliams said that the revisions to Board Policy B 206, Non-discrimination and Board Policy B 207, Non-harassment are the result of requests made in a recent visit by the Office of Civil Rights. Ms. Welch said that in a May 2008 review by the Oregon Office of Educational Improvement and Innovation to evaluate PCC's compliance with Civil Rights and ADA Rules and Regulations it was discovered that the College uses a multitude of non-discrimination statements. They requested that the College develop one comprehensive statement that would be used on the web site and any documents of four pages or more. The Uniformed Services Employment and Reemployment Rights Act has also been included in revised policy statements B 206 and B 207. She concluded her report saying Resolutions 09-024 and 09-025 contain the specific language requested that brings the College into compliance. President Pulliams also noted that the audit report from the Office of Civil Rights included many positive comments regarding PCC's program and that the request to adopt one statement is routine.

Bond Campaign Update

Dana Haynes, Manager, Public Affairs

President Pulliams asked Mr. Haynes to provide an update for the Board regarding efforts to provide the community information about the proposed bond initiative.

Mr. Haynes reminded the Board that only 39 days remain until the November 4 election and only 22 days until ballots will be mailed to district voters. He said that none of the information being provided asks voters to vote in favor of the bond initiative but rather provides information so they know what they are voting on. Mr. Haynes said President Pulliams would be the primary presenter at 13 brownbag meetings to be conducted at PCC campuses and centers over the next few weeks. He also reported that PCC students are doing very successful canvassing at all campuses for "Get Out the Vote" and voter registration, adding that students have distributed several thousand voter registration forms in English and Spanish. He also noted that a PCC student spoke at the Democratic National Convention. Mr. Haynes also said both PCC Federations have been great partners in the effort to get information out to the community. He said the Marketing Department has created two information mailings that will be sent to 321,000 district homes. Information can also be found at the bond website, www.pcc.edu/bond and that there have been 10,218 page views to date and that 13% of those visiting the website click on the "Get Involved" button. He also noted that 8,667 of those site visitors were from off campus. He listed several brochures that provide information easily tailored to the entire district or that can target a single campus or center. All of this and other materials have been produced quickly in a professional, easy to read format that is being well received. Mr. Haynes said several newspapers have or will soon publish bond

information including *The Oregonian*, *Tribune*, *Business Journal*, *Community Newspapers, Inc.*, and *Willamette Week*. He also said he is conducting a daily blog where many people are requesting additional materials and are volunteering to help with the bond initiative. Mr. Haynes said the process has been enjoyable and energizing and that there has been little opposition for the bond initiative and that information being distributed has sparked new and renewed interest from the community in PCC classes and programs. Chair Frisbee thanked him for the report and noted that information printed in the College catalog had also provided a great source of bond facts.

District President Goals

Dr. Preston Pulliams, District President

Dr. Pulliams said that at the August retreat the Board described what they would like to see in his 2008-2009 goals and that if the Board agrees on and can support those nine goals he requested that they approve them. He listed and described each of those nine goals.

- 1.) Plan and execute the November 2008 bond campaign by raising funds and making presentations. He said that although there are additional parts of this first goal fundraising is the most pressing element.
- 2.) Position the College as a leader in workforce development by taking a leadership role in addressing state policy on funding technical and workforce programs and continuing to align PCC workforce programs to respond to workforce needs in fields where demand exceeds supply. He reminded the Board that they have asked him to make this goal a priority, to step up the ongoing work and take a proactive approach to achieving it because of its value to region and the state. He said he is currently working with staff on a regional round table on workforce training that will be hosted and sponsored by PCC and other community sponsors; working with state policy officeholders regarding funding of technical and workforce programs; and continuing working with staff and faculty to align PCC courses and programs with new fields of needed workforce skills.
- 3.) Promoting educational opportunity through statewide policy initiative is being accomplished in his work with the Governor's office, the State Board of Higher Education and his position on the Unified Education Enterprise Committee. He said an important part of promoting educational opportunity is increasing the number of Oregon high school students going on to higher education and said he has developed a number of strategies to accomplish this.
- 4.) Developing and coordinating the College's Educational Master Plan and Academic Plan will be accomplished through a review by Dr. Chairsell and the faculty followed by renewal and revision of the plans.
- 5.) Continue to emphasize and build capacity for Foundation fundraising towards next years' goal of \$1.5 million for unrestricted funding, scholarships and grants for students. Dr. Pulliams noted that this year the Miller Foundation Match will help the Foundation reach that goal and that if met could mean PCC would have as much as \$1 million to grant in scholarships.

6.) Refine and enhance College-wide diversity strategies, including hiring and cultural competence development is another goal Board members have indicated needs to be kept near the top of the list of priorities to better serve the diverse community PCC serves. Campus-based plans under the leadership of executive staff along with Ms. Welch are developing programs, proposals and strategies to address the issue of diverse hiring and retention of employees of color; sponsoring community events that highlight diversity and equity; implementing more access strategies for students of color; and supporting and implementing activities for current high school students of color to increase their college participation rate.

7.) Introduce and support a more comprehensive sustainability strategy. Efforts to finance some of the recommendations presented to the Cabinet on the Climate Energy Leadership Task Force including hiring an internal “green” coordinator are being reviewed for budget inclusion.

8.) Strengthen staff development programs to increase faculty and staff morale through the Staff Development Program; the President’s Academy to provide leadership training to managers at PCC wishing to attain higher levels of College leadership; and other strategies being developed.

9.) Begin implementation of the PCC Smoking Policy, move toward a 100 percent smoke free college by 9-9-09 following review and adoption by the Board. Dr. Pulliams said this new proposed policy has generated a great deal of public interest and President Pulliams suggested the Board might consider having a public hearing on the subject before adopting a tobacco free policy. Consideration is also being given for implementation of smoking cessation programs for those who would like to stop smoking. He said that because so many complaints were received about second-hand smoke around building entrances the designated smoking areas have been moved to areas less likely to cause those concerns. He noted that tobacco free District facilities will create a healthier environment for students, faculty and staff.

Chair Frisbee commended President Pulliams for his thoughtful goals and said she looks forward to watching as he fulfills them over the coming year.

Update on Newberg and Sherwood

Barbara VanAmerongen, Dean of Instruction, Sylvania

Ms. VanAmerongen said over the past 20 years the Newberg population has grown into a diverse community of about 20,000. She said that although about 21% of the adult population has bachelor degrees or higher about 33% of the K-12 students are eligible for free or reduced lunches and about 9% are ESOL students. She said community development includes a well established retail area, a first-class hospital, a cultural center, a public school district with very strong ties in the community it serves and a number of medium and large-scale industries that are local, national and international in scope. At the invitation of Paula Radich, Superintendent of the Public School District, PCC has been renewing involvement in the Newberg community.

Over the last four years PCC has worked with Newberg High School in a variety of ways including College Math and English faculty working with high school counterparts to align high school curriculum with the College so graduating high school students from Newberg High School are able to enter PCC as college-level students. She provided a brochure for Newberg High School students and their parents that listed a series of student services programs that are offered in day and evening sessions in both English and Spanish to encourage student access to PCC. PCC works closely with Newberg High School principals and routinely modify this program to be sure it matches student needs. This program includes visits to Sylvania Campus that allow high school students to see higher education in a less intimidating light. Ms. VanAmerongen said after the first year of this program students coming to PCC within one year of graduating jumped from 12% to 23%. She said Dr. Linda Gerber, Sylvania Campus President has been very instrumental in the expansion of this work over the last couple of years and as a result has been asked to sit on the Joint Jurisdiction Committee made up of the mayors of Dundee and Newberg along with the city managers, the Director of the Parks and Recreation Department, the School District Superintendent and representatives from the Chehalem Valley Chamber of Commerce. Ms. VanAmeongen noted that she sits on the Newberg Workforce Task Group, a group started last year that is composed of representatives from a number of industries in the Newberg area. Some of the participants are from ARE, Climax Portable Machine Tools, ADEK, the Parks and Recreation Manager, the school district and the Chamber of Commerce. This affiliation has opened doors to other projects; for example this past summer Scott Judy, Faculty, Department Chair for PCC's Welding Program, reviewed the Newberg High School welding facilities to evaluate the possibility of expanding Rock Creek Campus' Welding offerings to the Newberg area. Ms. VanAmerongen said she will be meeting with industry representatives as well as PCC and Newberg High School representatives to see how this project might develop and that the Welding program might be offered as a dual credit program or perhaps a weekend offering that would be open to other people in the community. She noted that the current dual credit program PCC has in Newberg is the third largest in the PCC District and that 126 high school students earned 1,232 credits last year alone.

Ms. VanAmerongen said in about two weeks she will take part in a task force meeting to plan a program for Newberg High School students to work as interns with some of the Newberg industries. Last summer a manufacturing group made up of Newberg industry representatives, PCC faculty, administrators and Directors Frisbee and Lim met with the goal of raising the community's awareness of the Sylvania Campus Manufacturing program. One outcome of that meeting was the creation of a program in the middle schools to encourage students to train for employment opportunities in typically blue collar careers in the Newberg area. Ms. VanAmerongen said that she has had a number of meetings with the Newberg Cultural Art Center expansion advisory committee

and that Doris Werkman, Faculty Department Chair, Visual and Performing Arts and Designs at Sylvania Campus and a team of department faculty have also been working with the advisory committee. As a result PCC will offer three to five credit courses in Newberg as part of next year's Summer Arts Institute Program. Ms. VanAmerongen said there has been interest in a viticulture management program like the one Chemeketa Community College offers. She said PCC will work with Chemeketa to see if that program can be expanded to the Newberg and Dundee area.

PCC is gathering data, continuing to meet with community leaders and holding community forums to determine the most appropriate course and program offerings for the Newberg area. She said the last four years of work have positioned PCC well to become a permanent presence in the Newberg area.

PUBLIC COMMENT ON AGENDA ITEMS

None

PUBLIC COMMENT ON NON-AGENDA ITEMS

None

BUSINESS MEETING

Director Harper proposed approval of Resolutions 09-010 through 09-025. The motion passed unanimously.

Other Reports:

Eddie Lincoln, Faculty Federation President, Mr. Lincoln reported the Federation has been using phone banks to remind full-time and part-time members to enroll before the deadline in the OEBC Benefits Programs. He said there are two PCC faculty members that are running for legislative seats, Michael Dembrow for House District 45 and Larry Galizio for House District 35. He also said the Federation made contributions to the "Yes on PCC" campaign to increase direct mail distribution and outreach to many voting homes in the Portland area. The November ballot contains several ballot measures that the Federation feels if passed would be harmful to education and they are doing mailings, phone banks, and door-to-door canvassing to defeat them. Additionally the Federation has scheduled two phone banks at the AFT office on October 22nd and 28th to support the "Yes on PCC" campaign. Mr. Lincoln said with the dire financial situation there are still 3,000 PCC students who are still waiting for their financial aid and that College emergency funds have been exhausted. In an effort to support those students faculty are using creative methods to keep them from dropping out of classes until funds become available. Mr. Lincoln thanked the Board and President Pulliams for implementing the tobacco free plan. Chair Frisbee thanked him for the report and for the work the Federation is doing for the bond passage and their work on other measures.

Deborah Hall, Classified Federation President, Ms. Hall said the Classified Federation has been very busy the last several weeks with several projects in preparation for the 2008-2009 academic year and the November 4, 2008 election. She said they conducted their first election year phone bank to contact members to remind them to register to vote and to answer questions about ballot measures and candidates. She noted that this year's in-service presenter, Kevin Carroll, was well received by Classified Federation members. The Federation also contacted members reminding them to enroll in the OEBC benefits plans before the deadline. At a planning retreat for both Classified and Faculty/Academic Professionals early in September Rick Zuro, Foundation Executive Director, did a presentation and mentioned the Miller Match. Ms. Hall was so inspired she challenged those attending to a \$5 per month contribution because she has seen first-hand how difficult it can be for students not having funds for text books and supplies and the \$5 contributions would be small to the contributors but significant to students. She thanked President Pulliams on behalf of all Federation members for his leadership in making PCC an incredible place to work.

Board Reports:

Chair Frisbee said she too felt the in-service provided a great kickoff for the year. She announced that President Pulliams has been awarded the Association of Community College Trustees (ACCT) Pacific Region Community College CEO of the Year and that Lorna O'Guinn has been awarded the Pacific Region Professional Board Staff Member.

District President Report:

President Pulliams announced Director Williams has been hospitalized, is doing very well and expects to be released in a few days and wishes him a speedy recovery. He announced that FTE enrollment is up about 10% and he attributes that to the economy and the College's marketing and student retention efforts. The President welcomed Dr. David Rule, new Rock Creek Campus President and said he is doing well in his first weeks in that position. He also noted that Dr. Rule has accepted administrative responsibility on behalf of PCC for Partners for a Sustainable Washington County Community which is a cooperative venture that includes many local government and agencies in the Washington County Region. Dr. Pulliams thanked Eddie Lincoln and Deborah Hall for their leadership in the Federations and commented that he was very moved by their comments at in-service and that he looks forward to working with them this year. He thanked everyone that helped with the Foundation Golf Tournament and reported it will provide about \$70,000 for scholarships.

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 October 16, 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 October 16, 2008