

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 17, 2009

BOARD ATTENDANCE

Board Members Present:

Denise Frisbee, Jim Harper, Deanna Palm, Bob Palmer, Gene Pitts, David Squire,
Harold Williams

EXECUTIVE SESSION

The Board of Directors convened an executive session for Real Property Transactions in accordance with ORS 192.660 (2), (e) at 6:45 PM, adjourning at 7:45 PM.

CALL TO ORDER

Chair Williams called the business meeting to order at 7:55 PM and invited all present to introduce themselves.

APPROVAL OF THE AGENDA

The agenda was approved as published.

Mark Sherman asked for a Point of Order regarding Resolution 10-019, Pouring Rights since a contract with Coca Cola has already been signed. President Pulliams said the matter comes to the Board for approval as a ratification of the contract.

President Pulliams recognized Director Frisbee for serving as Board Chair this past year. He also welcomed Director Palm to the Board and welcomed Director Palmer following his absence.

INFORMATION SESSIONS

Sylvania Campus Update

Dr. Linda Gerber, Sylvania Campus President

Dr. Gerber reported activities and accomplishments at Sylvania Campus that include:

Generating 31% of the total PCC District unduplicated head count and about 37% of the reimbursable FTE.

Sylvania Campus projects are underway to replace the deteriorating swimming pool deck, gym floor, main water line, and boilers using Oregon Stimulus Plan matching funds.

The fall theater production will be Judevine.

Planning continues with the Newberg community toward creation of a PCC/Newberg Center.

A renewable energy systems option in the Electrical Engineering Technology program was launched this year along with a Bio-medical Engineering option and Robotic options.

A windmill turbine has been installed to be used by engineering students that also generates a small amount of electricity for the College.

The Machine Tool Technology department sponsored the second annual robotics camp for high school students.

In collaboration with other PCC programs the Gerontology program created several new options including certificates in older adult fitness, advanced behavior and cognitive care, and end of life and palliative care.

Sylvania Health Professions and Extended Learning Campus have designed programs to upgrade the skills of incumbent health professions workers working in lower professional level jobs in dental, nursing, x-ray, and MRI.

Nursing Program curriculum is being converted to be aligned with Oregon Health and Science University's (OHSU) program so PCC nursing graduates have the option of going straight to work as registered nurses or transferring to OHSU for one more year of training to become baccalaureate qualified registered nurses.

PCC automotive is the only Oregon program offering instruction in sustainable vehicle repair and maintenance including alternative fuel and hybrid vehicles. As a national leader in this area PCC is also providing training for college and high school instructors. Curriculum will soon be developed for plug in vehicles.

Business and computer technology faculty are creating the Health Informatics degree and a Green Business Management option.

Two student development programs are benefitting students; Transitions helps women who are often single parents or displaced homemakers without a tangible means of support re-examine their lives and make career choices and ROOTS helps students who are academically underprepared first generation students from low income families whose parents did not go to college with scholarship preparation.

A mentoring program matches male students of color with male mentors from PCC staff, faculty and administration develop leadership skills. Many of last year's student participants are mentors this to year's students.

Presentation of Government Finance Officers Association (GFOA) Certificate of Achievement for Excellence in Financial Reporting

Dr. Preston Pulliams, District President

Dr. Pulliams called Financial Services staff forward to be recognized for their achievement in earning the GFOA Certificate of Achievement for Excellence in Financial Reporting.

Goal 4 – Continuous Improvement

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

Dr. Chairsell reported that district-wide enrollment for Fall term is up about 17% over last year and that financial aid applications for Fall term alone are at 32,700, more than last year's entire academic year. She said serving the increased numbers of students is a welcome challenge.

Dr. Chairsell said two ways this goal is being met are with the prerequisite policy and the Honors Program. She said that a little over 50% of the students coming to PCC are college-prepared and that implementation of the prerequisite policy along with guided placement and improved automation practices in the area of transcript evaluation better assures that students enrolling in classes are prepared and more likely to successfully complete them. She reported that an Honors Program that will be piloted in 2010-2011 will be geared toward students who are not only college-prepared but need additional academic challenge to succeed. She added that upon completion, students in this program can transfer into the Portland State University (PSU) Honors Program.

Ms. Massey reported student success is complex for many reasons. Only half of the students come to PCC with the levels of college-readiness in reading, writing, and math skills to succeed and the majority of them are employed and not able to attend full-time. She said the current recession driven enrollment increase has brought many more students to PCC for retraining and college transfer programs. Ms. Massey added that many of these students will complete their programs because good jobs are not available to lure them away before they reach their education goals. Another economic factor to PCC's allure is that the cost is considerably less than attending a university and that data indicates that students transferring to university following skill attainment and lower division transfer classes at PCC are as successful and often more successful than those beginning at a university. She said that some of the career technical certificate programs that in the recent times produced jobs for completers are seeing their student enrollment decline because jobs are no longer available in those fields. Dr. Chairsell and Ms. Massey said retention is key to student success and appropriate skill levels are key to retention.

PCC's Climate Action Plan

Dr. Linda Gerber, Sylvania Campus President; Tim Donahue, Director, Plant Services; and Erin Stanforth, Sustainability Coordinator

Dr. Gerber provided a brief history of PCC's Climate Action Plan (CAP), that began with Dr. Pulliams signing the American College and University President's

Climate Commitment in 2007 followed by his convening PCC's Climate Energy Leadership Taskforce (CELT). She said CELT's first year was spent becoming educated about climate change, global warming, and mitigation strategies for reducing greenhouse gas emissions. At the end of that first year a district-wide study of carbon emissions was completed that will provide baseline data to measure improvement in future years. Dr. Gerber said the second year has been spent drafting the CAP expanding CELT's membership, convening campus sub committees, and conducting brainstorming sessions with students and staff to identify the most feasible carbon emission reduction measures for inclusion in the CAP. The recommendations from Sylvania Campus' E6NetZero study were also included in the CAP. Dr. Gerber said Dr. Pulliams signed the Climate Action Plan on September 15 and submitted it to the American College and Universities' Climate Commitment organization. Erin Stanforth provided a comprehensive review of the completed CAP.

Bond Update

Randy McEwen, District Vice President and Linda Degman, Associate Director, Bond Program

Ms. Degman reported that only three staff remain to be hired for the bond program. Deans of Instruction from each campus serve as bond liaisons and small groups from each campus are involved in the RFP design, service selection, and campus committee structures to involve faculty and staff as the planning moves forward. She said that over the next couple of months design firm recommendations for each campus will be brought to the Board for approval. She is also developing a timeline for the projects that will be shared with the Board when completed. The Public Involvement Manager will begin work on a community involvement plan in the near future and a website is being created to share progress of the bond projects. Additionally, Mr. McEwen reported that careful consideration to retain project concepts as presented to the voters continues to be maintained.

Pouring Rights

Wing-Kit Chung, Vice President, Administrative Services and Linda Eden, Director, Auxiliary Services

Mr. Chung reported that in June 2009 a Request for Proposal was initiated to replace the expiring Pouring Rights contract with Pepsi Cola. Only two companies responded, Pepsi Cola and Coca Cola. Based on their responses Coca Cola was selected. In an effort to have the change in place when students were to arrive for Fall term and because there was not a Board business meeting in August, President Pulliams approved the choice as authorized by Oregon and the College's Procurement Rules. He added that the ratification is presented to the Board for approval as 10-019.

Ms. Eden said that during Spring term a committee was formed that included two students from the District Student Council and that student requests were included in the RFP. She added that students were involved in all of the selection processes including scoring the proposals and interviewing the proposers. She

reviewed the components of the scoring process as well as the aspects of each proposal.

Reinventing and Rebranding the CBI

Dr. Nan Poppe, Campus President, Extended Learning and Kristin Watkins, Associate Vice President, College Advancement

Dr. Poppe provided a brief history of the Center for Business and Industry (CBI) which was created by combining three PCC entrepreneurial programs; Customized and Workforce Training, Institute for Health Professionals, and the Computer Education Department. Each program provided specialized instruction in its own subjects, was financially self supporting, and had its own director. She said to provide connection between these groups a director was hired to oversee the entire Center for Business and Industry but because each of the four directors were the same level that director became a peer to the others instead of the leader. Dr. Poppe said that though successful, the belief was that a more efficient use of CBI's resources could be even more beneficial to the College and community.

Dr. Poppe said internal reviews were done and the decision was made to hire a private sector consultant to work with staff to identify recommendations for moving forward. At the conclusion of this process the consultant made four recommendations; 1.) to raise the level of the director overseeing the others, to consolidate all sales staff into one unit, and to consolidate all backroom operations into one operations unit; 2.) to streamline the product line to focus on technical workers and managers; 3.) to have a sales staff dedicated to sales so their focus can be on generating new customers along with repeat customers; 4.) to create a new organization name to reflect the thrust of the new organization.

Dr. Poppe reported those recommendations are being acted on; a new executive director has been hired, sales and operations functions are in the process of being converted to units, and a new name is being proposed for Board adoption in Resolution 10-021.

Ms. Watkins reported the District marketing staff focused on proposing a name that reflects the re-branding of the Center for Business and Industry while retaining the unique identities of the center's components and generates excitement and enthusiasm in its qualities. She said the center name selected is Continuous Learning for Individuals Building (CLIMB). This name was selected because the acronym embodies succeeding in learning goals that help individuals and organizations take their next step in professional development, moving a business forward, or advancing careers.

PUBLIC COMMENT ON AGENDA ITEMS

Mark Sherman, Student at Southeast Center, said that although soft drinks are not healthy, he is not opposed to selling beverages at the College. He does feel that selling only one brand gives that brand an unfair sales advantage over other beverage providers because he believes lifelong purchasing habits are formed

while students attend college. He also noted that benefits and discounts offered by Coca Cola were not done to benefit the College or its students but rather to attain the Pouring Rights Contract.

Deborah Hall, Classified Federation President also addressed the Pouring Rights Contract. She asked the Board to consider the long term labor record Coca Cola has in South America that includes poor treatment of workers hired by outsourcing that includes long work hours, insufficient wages, lack of insurance benefits, no right to paid overtime or paid holidays, and dismantling of existing worker rights and agreements.

PUBLIC COMMENT ON NON-AGENDA ITEMS

Mark Sherman, Student at SE Center, requested that consideration be given when selecting textbooks for math and computer classes to the student population in those classes because many of the students do not possess, nor do the occupations they are training for, need the high level reading and writing skill required for many of the texts. He said as someone who has taught both math and computer classes at the community college level he believes the current approach to textbook selection precludes some students from taking the classes.

BUSINESS MEETING

Director Frisbee proposed approval of Resolutions 10-015 through 10-021. The motion passed unanimously.

Other Reports:

Peter Seaman, Faculty Federation Vice President, reported that the Faculty Federation is preparing to support the legislature's revenue enhancements that may be included as a January 26 Referendum vote; increasing the corporate minimum tax and increasing the marginal tax by 2% for individuals earning more than \$125,000 and couples earning more than \$250,000 annually.

Mr. Seaman also wished Mr. Lincoln well in his pursuit of the District 43, House of Representatives seat that would be vacated if Chip Shields is selected to complete the unexpired term of Senator Margaret Carter.

ASPCC Student Representative, Tiffany Dollar provided highlights of the District Student Council's (DSC) activities and goals including 37 PCC students attending to the statewide retreat for the Oregon Community College Student Association at Silver Falls State Park and student sustainability coordinators and senators meeting with Erin Stanforth to discuss The Green Initiative Fund (TGIF).

Deborah Hall, Classified Federation President thanked Director Frisbee for her leadership as Board Chair over the past year and said she looks forward to Director Williams term as the 2010 Board Chair. She also welcomed new Directors Pitts and Palm.

Ms. Hall reported several activities for the Classified Federation including the annual Labor Day picnic at Oaks Park Amusement attended by about 300 classified, AP, and faculty members of PCC unions along with about 17,000 labor affiliates from around the state; a planning retreat for the federation's executive council was held on September 11th; work continues with Staff Development and Human Resources to design and implement a new training program for classified lead workers. She also reported that several classified staff have been appointed to academic professional. She concluded with a vote of confidence in Mr. Lincoln's leadership ability and wished him well in his political pursuit.

Board Reports:

Director Harper reminded everyone of the importance of attending the PCC Foundation benefit golf tournament at Heron Lakes Golf Course. He said it is anticipated that this event could net of \$90,000 for student scholarships.

Chair Williams wished Mr. Lincoln well in his effort to attain a seat in the House of Representatives if Chip Shields is selected to fill the remainder of Margaret Carter's Senate term. He also welcomed Director Palmer back and welcomed Director Palm to the Board.

District President Report:

President Pulliams asked Ms. Watkins to provide a brief report on House Bill 3221. Ms. Watkins reported that HB 3221, the Student Aid and Fiscal Responsibility Act has passed in the House of Representatives and will go to the Senate where a vote is expected in mid-October. She said that some key components for community colleges are: President Obama's American Graduation Initiative which would provide a nearly \$10 billion investment in community colleges including funding for capital construction and for developing innovative strategies to increase access and success for community college students; the Federal financial aid application process would be simplified; and the Pell Grant maximum would be increased to almost \$7,000 by 2019. President Pulliams added that as the Bill moves through the Senate for approval Board support letters may be requested.

President Pulliams then requested Mr. McEwen provide a brief report on the status of the internal audit process. Mr. McEwen reported that Mr. Tracy has completed about 35 assessment interviews and is preparing a report that will be delivered to the Board at the October 15 meeting.

President Pulliams thanked the Board for their attendance and participation at the August Strategic Planning Retreat.

ADJOURNMENT

There being no further business, the meeting adjourned at 10.00 PM.

NEXT MEETING

The next business meeting of the Portland Community College Board of Directors will be held on October 15, 2009 at 7:30 PM in Building 9, Room 122a/b at the Rock Creek Campus.

Harold Williams, Board Chair

Dr. Preston Pulliams, District President

Prepared by:

Lorna J. O'Guinn
Assistant to Board of Directors

Minutes approved on November 19, 2009