



**BOARD OF TRUSTEES
Meeting Agenda**

Wednesday, March 14, 2012, 12:00 p.m.

Laidlaw Center Boardroom, #143

237 W. Kellogg Road
Bellingham, WA 98226

MEMBERS:

- **Steve Adelstein**
Chair
- **Barbara Rofkar**
Vice Chair
- **Sue Cole**
- **Chuck Robinson**
- **Tim Douglas**

- I. Call to Order – 12 noon--Lunch served at 12 noon
- II. Work Session – 12:30 – 1:45 p.m.
 - Board Review of College Policy
- III. Call to Order – General Board Meeting – 2:00 p.m.
- IV. Executive Session
 - (g) Personnel Performance
- V. Board Action
 - TAB A – Review of Tenure for Probationary Faculty
 - TAB B – Proposed Academic Calendar for 2014-15 (2nd reading, possible action)
 - TAB C – Proposed Policy Amendments
 - a. First readings from Work Session; possible actions
- VI. Consent Agenda (Calendar)
 - a. Minutes of February 8 2012, Board of Trustees Meeting (Attachment A)
- VII. Report from the President
- VIII. Reports
 - ASWCC – Laura Hansen, President
 - WCCFT – Wayne Erickson/Kim Reeves, Co-Presidents
 - WFSE – John O’Neill, Representative
 - Administrative Services – Interim Vice President Nate Langstraat
 - Educational Services – Vice President Trish Onion
 - Instruction – Vice President Ron Leatherbarrow
 - Advancement/Foundation – Anne Bowen, Executive Director
- IX. Discussion / Items of the Board
 - TACTC Report
 - Other Topics
- X. Public Comment
- XI. Executive Session
 - (b) Real Estate Topic
- XII. Adjournment

If you are a person with a disability and require an accommodation while attending the meeting, please contact the President's Office at 360.383.3330 (or TDD 647.3279) as soon as possible to allow sufficient time to make arrangements.

**NEXT MONTH'S
MEETING REMINDER
Wednesday
April 18, 2012**

***The Board of Trustees may adjourn to an Executive Session to discuss items provided for in RCW 42.30.110 (1):**

- (b) to consider the selection of a site or the acquisition of real estate by lease or purchase...;
- (c) to consider the minimum price at which real estate will be offered for sale or lease...;
- (d) to review negotiations on the performance of a publicly bid contract...;
- (f) to receive and evaluate complaints or charges brought against a public officer or employee...;
- (g) to evaluate the qualifications of an applicant for public employment or to review the performance of a public employee...; or as provided in RCW 42.30.140 (4)(a), to discuss collective bargaining
- (h) to evaluate the qualifications of a candidate for appointment to elective office...;
- (i) to discuss with legal counsel representing the agency matters relating to agency enforcement actions... or... litigation or potential litigation...



MEMORANDUM

Office of the President

TO : Board of Trustees
FROM: Kathi Hiyane-Brown
DATE: March 7, 2012
RE : Tenure Consideration for Anne George

On March 16, 2011, by mutual consent of the probationary committee, the probationer, the Board approved the extension of the probationary period for Dr. Anne George, French and Interdisciplinary Studies faculty, for up to three additional quarter(s) from Winter Quarter 2011.

In response to this extension, Dr. George and her Probationary Review Committee have completed the additional quarters of review, compiled additional documentation. The Committee has presented the Board with their final reports and recommendation for consideration for granting of tenure by the Board of Trustees.

To comply with state law (RCW 28B.50.852) and the Negotiated Agreement that full-time faculty members employed primarily with state funds be awarded or denied tenure after an extension, I ask that you consider the Committee's recommendation for tenure for Dr. Anne George during the March 2012 Board of Trustees Meeting.

DISCIPLINE	PROBATIONARY FACULTY, CHAIR and COMMITTEE MEMBERS
French/IDS	Anne George; Chair Ben Kohn; Cathy Hagman, Kiki Tommila, Linda Lambert, and John Summerson.

Possible Action

- **To award tenure:** Move the award of tenure to Anne George.
- **To deny tenure:** Move to deny tenure to Anne George.

Whatcom Community College Proposed Academic Calendar

Academic Calendar 2014-2015 - Final

September 2014							October 2014						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6					1	2	3	4
7	8	9	10	11	12	13	5	6	7	8	9	10	11
14	15	16	17	18	19	20	12	13	14	15	16	17	18
21	22	23	24	25	26	27	19	20	21	22	23	24	25
28	29	30					26	27	28	29	30	31	

November 2014							December 2014						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1		1	2	3	4	5	6
2	3	4	5	6	7	8	7	8	9	10	11	12	13
9	10	11	12	13	14	15	14	15	16	17	18	19	20
16	17	18	19	20	21	22	21	22	23	24	25	26	27
23	24	25	26	27	28	29	28	29	30	31			
30													

January 2015							February 2015						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31							

March 2015							April 2015						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7				1	2	3	4
8	9	10	11	12	13	14	5	6	7	8	9	10	11
15	16	17	18	19	20	21	12	13	14	15	16	17	18
22	23	24	25	26	27	28	19	20	21	22	23	24	25
29	30	31					26	27	28	29	30		

May 2015							June 2015						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
					1	2		1	2	3	4	5	6
3	4	5	6	7	8	9	7	8	9	10	11	12	13
10	11	12	13	14	15	16	14	15	16	17	18	19	20
17	18	19	20	21	22	23	21	22	23	24	25	26	27
24	25	26	27	28	29	30	28	29	30				
31													

July 2015							August 2015						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	29
							30	31					

Fall Quarter 2014

- 30-31 Aug Labor Day Weekend - Closed
- 1-Sep Labor Day Weekend - Closed
- 16-Sep Quarter Begins
- 10-Nov No Classes - College Open
- 11-Nov Veterans Day - Closed
- 26-Nov No Classes - College Open
- 27-30 Nov Thanksgiving Weekend - Closed
- 5-Dec Quarter Ends
- 25-Dec Christmas - Closed

Winter Quarter 2015

- 1-Jan New Years - Closed
- 7-Jan Quarter Begins
- 17-19 Jan Martin Luther King Jr. Weekend - Closed
- 14-16 Feb Presidents Day Weekend - Closed
- 17-Feb Professional Development Day - Closed
- 27-Mar Quarter Ends

Spring Quarter 2015

- 7-Apr Quarter Begins
- 23-25 May Memorial Day Weekend - Closed
- 19-Jun Quarter Ends

Summer Quarter 2015

- 1-Jul Quarter Begins
- 3-5 July July 4th - College Closed
- 21-Aug Quarter Ends

162 Total Instructional Days
170 Total Faculty Contract Days

-  Quarter Begins
-  Quarter Ends
-  - College Closed
-  No Classes - College Open
-  Faculty Work Day - No Classes - College Open

Possible Action

- Move to approve the 2014-15 Academic Calendar for Whatcom Community College as proposed.

CONSENT AGENDA

- a. Minutes of February 8, 2012 meeting of the Board of Trustees (Attachment A)

SUGGESTED RESPONSE

The chair reads out the letters of the consent items. Then the chair states: “If there are no objections, this item will be adopted.” After pausing for any objections, the chair states, “As there are no objections, this item is adopted.”



MINUTES
BOARD OF TRUSTEES MEETING
Laidlaw Center Board Room
Wednesday, February 8, 2012
2:00 p.m.

CALL TO ORDER Chair Steve Adelstein officially called the meeting to order at 2:03 p.m. Present were trustees Barbara Rofkar, Sue Cole, Chuck Robinson, and Tim Douglas, constituting a quorum. Others present were President Hiyane-Brown; Ron Leatherbarrow, Vice President for Instruction; Patricia Onion, Vice President for Educational Services; Nate Langstraat, Interim Vice President for Administrative Services; Linda Maier, Dean for Workforce Education; Anne Bowen, Executive Director for Advancement and Foundation; Lisa Wochos, Assistant Attorney General; John O’Neill, WSFE Representative; Laura Hansen, ASWCC President; guests: Kelly Kester and the International Programs Staff; and Keri Parriera, Executive Assistant to the President.

- | | |
|------------------------------|---|
| STRATEGIC DISCUSSIONS | <p>➔ International Programs – Building on Success, Planning for Growth – Kelly Kester, Director of International Education (<i>Goal 1: Expand opportunities for students to achieve their potential</i>)</p> <p>Enrollments continue to grow in the program and the College continues to be awarded grants sponsoring international students. Kelly Kester, Director, introduced the International Programs staff which included Sandra Kimura, Admissions Coordinator; Beth Robinson, Academic Advisor; Lynnette Berry, Housing Coordinator; Ulli Schraml, Study Abroad and Special Programs Coordinator; Mary Mele, Program Coordinator; Iris Metzgen-Ohlswager, Office Manager and Program Coordinator; Amy Shavelson, High School Completion Advisor.</p> <p>A PowerPoint presentation was shared that outlined the current enrollments, planned growth projects, their budget and future directions of the International Program.</p> <p>Thanks were extended to the entire International Program staff for this informative presentation and for their work in making this a viable program.</p> |
| CONSENT AGENDA | <p>➔ Consent Agenda (Calendar)</p> <p>a. Minutes of the January 11, 2012, Board of Trustees Meeting (Attachment A)</p> <p>Chair Adelstein stated: “If there are no objections, this item will be adopted.” As there were no objections, this item was adopted.</p> |
| ACTION | <p>➔ TAB A – Proposed Academic Calendar for 2013-14 (2nd reading, action item)</p> <p>Trustee Barbara Rofkar moved to approve the 2013-14 Whatcom Community College Academic Calendar as proposed. It was seconded by Trustee Chuck Robinson and the motion was approved unanimously.</p> |
| SPECIAL TOPIC | <p>➔ Mission Fulfillment Review – Ron Leatherbarrow, Vice President for Instruction; Anne Marie Karlberg, Director for Instructional Research and Assessment; and Ed Harri, Division Chair and Faculty.</p> <p>Vice President Ron Leatherbarrow presented an overview how mission fulfillment is an element of the College’s accreditation process. A PowerPoint presentation was shared by Anne Marie Karlberg and Ed Harri, explaining the relevant points of the Standard One report which is being prepared for The Northwest Commission on Colleges and Universities (NWCCU). It is the goal of the College to provide annual progress reports to the Board. A copy of the final report will be shared with the Board, and upon request, a draft copy can be furnished after Monday of next week.</p> |
| PRESIDENT’S REPORT | <p>➔ President Kathi shared a letter from State Board congratulating faculty member Tresha Dutton on being selected as a recipient of the Anna Sue McNeill Award for Leadership in Assessment, Teaching and Learning. This is a very prestigious award, honoring a person who has provided leadership in linking assessment, teaching, learning and student success. This is a significant honor for Tresha and for the College.</p> |

- A “thank you “letter was received from Trustee Barbara Rofkar, representing the Whatcom Human Rights Task Force, acknowledging the significant contributions of members of the WCC staff for their work preparing for, and participating in the successful Martin Luther King Human Rights Conference in January. She specifically noted Trish Onion, Krista Walia, Fred Abitia and the conference services staff, Mitch Tlustos, Laura Singletary and the students.
- President Kathi also expressed thanks on behalf of the college to the large number of student volunteers who joined with other students from BTC to participate in the January 16th service day and events. The Poverty Action March and Essential Needs Drive collected over 400 items that were donated to local agencies as part of the Community Resource network and the Homeless Coalition.
- The President also shared a notice from Phillip Kerrigan, marketing coordinator for the statewide Combined Fund Drive. State employees pledged \$5.4 million to charities this year, and Whatcom Community College was specifically noted for its significant gain in participants. [WCC]”The institution continues to be a model of success for community and technical colleges around the state.”
- Whatcom faculty and staff will be joining together for a Professional Development Day on Tuesday, February 21. Trustees were invited to join the College community during this day. The morning is dedicated to student success awareness and strategies, and the afternoon will host concurrent workshops on various topics.
- President Kathi reported that Vice President Trish Onion and Dean Linda Maier represented Whatcom at the CyberWatch West membership meeting in California on January 27. Whatcom is part of a five-region consortium of intuitions including Mt. San Antonio College, Cal Poly Pomona, Cal State Dominguez hills, and Cal State San Bernardino. Corrine Sande is to be commended for her work in this program.
- The WCC Foundation Board, at its recent meeting, set an ambitious goal for raising funds to support college initiatives. Our Trustee representative on the Board, Chuck Robinson, extended thanks to President Kathi for supporting these goals.
- President Hiyane-Brown encouraged students, faculty, staff and trustees to get in touch with legislators to preserve higher education funding. Trustee Tim Douglas has sent a letter to the editor of our local newspaper. Students recently participated in a rally in Olympia. There is a hotline for students to share their support.

REPORTS

- **ASWCC** – Laura Hansen, President
 - Laura Hanson was congratulated on her election to the office of ASWCC President.
 - The ASWCC Capital Projects Committee is conducting a feedback survey to solicit input on the proposed student recreation center project.
 - Laura spoke about the Civics Week activities planned to encourage the students’ right to vote.
 - Laura reported that the Whatcom Men's Basketball team is ranked first in the state.
- **WCCFT** – Wayne Erickson and/or Kimberly Reeves, Co-Presidents
 - Not in attendance.
- **WFSE** – John O’Neill, Representative
 - Nothing to add to his report.
- **Administrative Services** – Nate Langstraat, Interim Vice President
 - Vice President Nate Langstraat reported on the Business Affairs Commission meeting he recently attended. Topics included discussions on the legislative budgeting process.
- **Educational Services** – Trish Onion, Vice President
 - Vice President Onion commented on the remarkable group of students who have emerged as a team and are coming together as new student leaders.

- Whatcom’s veterans’ program continues to improve. There are currently 300 veteran students attending Whatcom.
- Vice President Onion shared information from the recent Educational Services Commission meeting she attended.

➤ **Instruction Office** – Ron Leatherbarrow, Vice President

- Nothing to add to his report.

➤ **WCC Foundation** – Anne Bowen, Executive Director for Advancement

- Executive Direction Bowen spoke about the College Conversations event that will be held tomorrow evening at the home of Jim Swift. Trustee Adelstein is part of the program.

TACTC/ITEMS OF THE BOARD

- The January TACTC conference was attended by Trustee Tim Douglas. Whatcom student Patricia Denga did a fine job of presenting to the conference and represented Whatcom well. Trustee Douglas reported on the future TACTC meetings. In June, the TACTC meeting will feature a GISS update and the meeting will be held in Moses Lake. The October meeting will be held at a SeaTac Conference Center and feature an in-depth review of what other states are doing regarding student success.
- Trustee Douglas will be attending the ACCT in Washington DC next week.
- It was the consensus of the Board that the Wednesday, April 11, 2012 Board of Trustees meeting will be moved to Wednesday, April 18, 2012.
- The Board of Trustees WCC Reception will be held this Saturday at the home of Trustee Barbara Rofkar.
- The Trustees were advised that the tenure review notebook for Anne George is available for review prior to the March meeting for possible action.

PUBLIC COMMENT

Chair Steve Adelstein called for any public comment. Since there was none, the meeting continued.

BREAK

The meeting recessed at 3:45p.m. for a five minute break and reconvened at 3:50 p.m.

EXECUTIVE SESSION

- The meeting was called immediately into a closed Executive Session at 3:50 p.m. for approximately 45 minutes to review the performance of a public employee with guest Lisa Wochos. At 4:10 p.m. President Hiyane-Brown and Vice Presidents Ron Leatherbarrow and Nate Langstraat were invited to the meeting to review the performance of a public employee and to consider the selection of a site or the acquisition of real estate by lease or purchase...; and, as provided in RCW 42.30.140 (4)(a), to discuss collective bargaining... Trustee Adelstein excused himself from the discussions on Real Estate. No action was anticipated.

The Executive Session adjourned at 4:48 p.m. and the Board reconvened into open session at 4:48 p.m.

ADJOURNMENT

There being no further business, the meeting was adjourned at 4:48 p.m. The Board of Trustees will hold their next regularly scheduled Board of Trustees Meeting on Wednesday, March 14, 2012, on the WCC campus, beginning with a Study Session at 12 noon and the meeting commencing at 2:15 p.m.

**Reports to the Board of Trustees
For March 14, 2012 Meeting**

➤ **ASWCC—Laura Hansen, President**

- The ASWCC recently voted to support an increase in funding for Whatcom students to attend the Students of Color Conference at Bellevue College in Yakima this March. We will be sending twenty-five students (more than twice the number sent in 2011).
- Chris Scrimsher, Whatcom’s men’s basketball coach, was named coach of the year by his peers. Additionally, the men's basketball team won the Northern Division.
- A special ASWCC committee is conducting a survey to determine student opinion on the pavilion expansion project. They expect to collect at least one thousand surveys by Friday, March 9.
- The ASWCC continues to support diversity among students and encourage creativity by recognizing new clubs and funding events, projects, conferences, et cetera, whenever possible.

➤ **WCCFT—Wayne Erickson and Kimberly Reeves, Co-Presidents**

- The faculty union continues to work through negotiations.
- The union is working proactively to create and propose a new slate of professional development workshop for next year.

➤ **Administrative Services—Nate Langstraat, Interim Vice President**

- **Finance** (*Objective 5.1: Create and manage growth through fiscal, capital, technological and human resource development*)
 - The supplemental budget picture for fiscal year 2012-13 is looking better than initially anticipated. Budget proposals released by the House and Senate range between zero cuts to higher education to about 3%. This is a vast improvement from original reduction scenarios, such as the Governor’s proposed 13% reduction (prior to the updated revenue forecast). Locally, the budget development process has officially begun. The Budget Review Committee has decided to take a conservative approach initially—using a 13% reduction scenario until a budget is adopted by the legislature.
 - The hiring process for the new “Projects Coordinator” position in the Business Office is underway. Once the position has been filled, we can complete the reorganization process, which will result in much better customer service to other departments in the areas of budget management and grant management.
- **Physical Plant** (*Objective 5.1: Create and manage growth through fiscal, capital, technological and human resource development*)
 - Auxiliary Services Building – All under-slab piping and electrical is complete. Strengholt plans to pour the building slabs early next week and begin erecting the steel columns and beams. On-site storm water treatment swales/rain gardens have been contoured

and await final grading. Noticeable progress will be made over the next month as the building begins to come out of the ground.

- Planning has begun for repair and minor improvement projects for the upcoming summer. Notable projects for this year include the replacement of all windows in Cascade Hall, lighting upgrades to the Kellogg cross-walk, and walkway lighting for the path leading to the Foundation Building. State funding requests are being prepared for the next biennium's capital projects and are due to the SBCTC by April 16, 2012.
- Selection for a consultant to assist in the development of the Institutional Master Plan (IMP) is in process.
- **College Services** (*Objective 5-1: Create and manage growth through fiscal, capital, technological and human resource development*)
 - Whatcom and Western are collaborating to be more efficient print shops. Whatcom's print shop and mail facility has operated efficiently for many years. Since the collaboration, Western's print and copy services are projected to be in the black for the first time in many years. The vision and support of administration at both campuses has fostered cooperation while allowing each facility to meet the needs of each individual campus' communities.
- **Bookstore** (*Objective 1.2: Increase access and support for students*)
 - The Bookstore is pursuing "innovation" on several fronts: The renovation of the sportswear and backpack drop areas was recently completed. The renovation cleans up the primary sportswear and novelty display area, better complementing the Bookstore's existing décor and allowing more space to stock inventory on the sales floor.
 - The Bookstore continues to research implementing a book rental program. The Bookstore would partner with an outside vendor to facilitate the book rental process. Target implementation is spring quarter. Implementing a book rental program will lower the financial burden for many students as it relates to required course materials.
- **Technology (Objective 5.1: (Create and manage growth through fiscal, capital, technological and human resource development)**
 - IT is expanding the virtual desktop integration (VDI) deployment on campus; replacing aging PCs in three labs with VDI zero clients over spring break, and also beginning to install zero clients on faculty and staff desktops.
 - IT is installing a new gateway security appliance to help eliminate security threats to all users on campus that will analyze and remove viruses, malware, spam, etc.
- **Conference & Event Services** (*Objective 3.1.2 - Expand partnerships with community and business organizations; Objective 3.1.3 - Develop the College's and Foundation's community involvement and presence*)
 - Facility rentals during the 2011-2012 fiscal year (not including Orca Field) total 57 contracts which project \$54,000 compared to the \$37,300 generated last year during the same time frame. Additionally, the office has been working with 14 external clients plus WCC women's and men's soccer programs and clubs this far. Revenue generation during this time span for Orca Field is currently at \$33,200. Some recent and upcoming significant

events include: the Bellingham Slam's 6th season at WCC, the 13th annual Miss Whatcom County pageant, and the WSU pesticide training (15th year). Upcoming large internal events include the Phi Theta Kappa Induction Ceremony and the Communications Club Trivia Bee and Silent Auction. Our new and upcoming clients include Dawson Construction who will hold training in the Foundation Bldg. computer lab and the Vancouver Whitecaps Semi-Pro women's soccer team.

➤ **Educational Services—Trish Onion, Vice President**

- **Achieving the Dream** (*Objective 1.3. Increase support for diverse and changing student populations.*)

During the Professional Development Day, the “*Mind the Gap: Helping Students Finish What They’ve Started*,” appeared to be well-received by the faculty, staff, and students who participated. The workshop was designed to emphasize the college-wide responsibilities of fostering student success and completion. The Professional Development Committee provided exceptional support for this event which was held in the Pavilion to actively engage the campus community. Participants worked in small groups and gave feedback about institutional barriers, resources, and strategies to improve student success. Participants also played the “Finish Line” game which provided insight about how to move toward educational equity.

The ATD core team recently attended the national DREAM Strategy Institute along with over 1500 educators from 160 colleges around the country. Outstanding workshops and plenary sessions were conducted by colleagues from ATD leader colleges who have demonstrated remarkable results with student degree completion. The Whatcom team returned inspired with many great ideas and best practices for potential strategies to prioritize. The ATA core and data teams will continue to review quantitative data and focus group themes to develop the ATD plan that is due May 15 for implementing strategies to close 3-4 achievement gaps at Whatcom.

- **Student Services** (*Objective 1.2 Increase access and support*)

The student services departments are in the midst of the advising, registration, financial aid cycle for the spring quarter. There are significant improvements with streamlining processes and service improvements.

➤ **Instruction—Ron Leatherbarrow, Vice President**

- **Accreditation and Assessment:** (*5.4 Foster a culture of continuous improvement based on institutional effectiveness*)

Last week, we submitted our report on Standard One, as the first component of the new seven-year accreditation reporting cycle, to the Northwest Commission. The Commission also notified us earlier in the week of the members who have been appointed to the evaluation committee. We are confident that we have taken effective initial steps in addressing the recommendations from the April 2011 visit and that the evaluators will acknowledge our efforts in their report to the Commission.

➤ **Faculty Negotiations:** *(5.4 Foster a culture of continuous improvement based on institutional effectiveness)*

The teams have been meeting weekly and have made good progress. Negotiations are cordial and collaborative, and we continue to implement the interest-based bargaining approach successfully which we adopted three years ago.

➤ **Faculty Rank and Promotion System:** *(5.4 Foster a culture of continuous improvement based on institutional effectiveness)*

The Professional Advisory Committee has received applications for promotion from about 33 faculty members. The applications follow a template developed by the PAC, stating the applicants' contributions in teaching effectiveness, college service, and professional development. The PAC committee is currently reviewing the applications and discussing the merits of the individual cases and will submit its recommendations for promotion to the President by mid-April, the deadline stipulated in the faculty negotiated agreement.

➤ **Instruction -- Professional Technical Programs –Linda Maier**

Expand the Opportunities for Students to Achieve Their Potential

- A full cohort of 20 students was admitted to the Nursing Program's Online/Hybrid Program starting spring quarter, 2012. There were 40 qualified students who applied to the self-support Online/Hybrid program.
- Computer Information Systems (CIS) students will be competing in the Pacific Rim Cyberdefense Competition the weekend of March 24 under the direction of Program Coordinator, Corrinne Sande. This year two students from the college will also be participating as judges.
- WCC's first cybercamp is nearing completion. The last day of the camp is March 17 and will feature a one-day competition activity for the high school students. WCC CIS mentor students will be acting as the red team and will set up the competition networking and create business tasks for the high school students to complete. Boeing (via former student Laura Heenan) and SPIE have provided guest speakers and prizes for competitions. Several organizations have donated prizes for the camp, including 40 little robots and a kindle from Boeing. The first cybersecurity camp was highly successful with excellent attendance and reviews from camp participants.
- *Guys and Guts* is re-scheduled for March 17 (delayed from original date due to weather), and *Girls Go Tech* is scheduled for April 28. Lions Club and Bellingham Branch of AAUW generously supported funds to help with t-shirts and lunch; the College Access Grant of Washington is providing scholarships for low-income students (fee waiver and lunch support).

➤ **Foundation and College Advancement – Anne Bowen, Executive Director**

- **Foundation** *(3.1.3 – Develop the College's and Foundation's community involvement and presence; and 5.2.3 – Contribute to fiscal stability through entrepreneurial activities and efficiencies)*

- **2011-12 Gifts** – Draft reports as of 3/6/2012 show we received 25 gifts totaling \$4,960 for February 2012. Year to date we have received \$104,611 compared to \$64,286 received last year at this time.
- **President’s Circle Update** – Draft reports as of 3/6/2012 show 49 Current President’s Circle Members. To date, we have 61 members inducted into the Founder’s Club.
- **February 9th College Conversation** – Our first College Conversation of the year at the home of Jim Swift, and featuring Steve Adelstein and Robert Fong, was a success. 53 people attended and \$3,000 was raised to date tied to this event. As follow-up with donors and prospects continues, we anticipate support for the College and the Foundation to grow.
- **Scholarship Season has started** – The WCC Foundation Scholarship Applications for the 2012-13 awards are now posted. As a point of reference, WCCF awarded more than \$160,000 in scholarships for the 2011-12 academic year. This year’s process is managed through Academic Works, a scholarship management module that will provide students and reviewers with better ease of use, increased donor recognition, and a streamlined administrative process, saving valuable time and resources while providing greater value to our constituents. Check it out at: <https://whatcom.academicworks.com>
- **PDD Combined Fund Drive Luncheon** – The WCC Foundation partnered with the Combined Fund Drive (CFD) Committee to provide lunch for faculty and staff during this year’s Professional Development Day, raising \$1,828 to support scholarships through the Foundation. The CFD is an Employee Giving vehicle that encourages state employees to give philanthropically to a variety of charitable organizations. Funds raised through the CFD will be dispersed to the Foundation in the months following the end of this quarter.
- **Judy Hoover Excellence Award Announced at PDD** - Sue Zuck, Administrative Assistant for VP for Instruction, was the gracious recipient of this year’s Judy Hoover Award for Excellence. This award gifts \$1,000 to an Exempt Employee deemed worthy by her colleagues.
- **Communications, Marketing and Publications (3.1.3 - Develop the College’s and Foundation’s community involvement and presence)**
 - **Web/Social Media Development**
The following web analytics of the College’s public website (www.whatcom.ctc.edu) indicate a web trend comparison between February 2011 and February 2012.

	Feb 2011	Feb 2012	Top Content for Feb 2012: 1) Current Students 2) Catalog 3) E Learning and Support 4) Financial Aid 5) Prof Tech Programs 6) Financial Aid Portal 7) Calendars
Total Visits:	116,711	111,490	
<i>New Visitors</i>	<i>43,989</i>	<i>53,371</i>	
<i>Returning Visitors</i>	<i>72,722</i>	<i>58,119</i>	
Total Pageviews:	276,008	269,437	

Facebook trends indicate continued growth on the [College's main Facebook page](#) is up from last month's nearly 1,508 to 1,568 "likes."

Whatcom's [YouTube Channel](#) now has twenty-eight videos uploaded (2 more coming in summer) with more than 17,319 views (up from 15,855).

- **Publications (completed or in development)**

A number of publications were completed or in development for a variety of events and programs:

- Spring Discover Quarterly delivered to homes on March 2
- Spring Business and Technology Skills Training brochure for Continuing Education
- Spring Leisure Guide pages for Bellingham Herald insert
- 2012-14 College Catalog production
- Updated Running Start brochure
- Spring Transfer Fair posters and cards
- IBEST flyers for Office of Transitional Learning
- Diversity in Education Conference poster
- Chuckanut Writers Conference poster and display ads
- Student Life web section development
- Nursing Program informational video for use on College website
- WCC Foundation Connect magazine and annual report

- **Press Releases/Media Relations – Summary/Highlights Of Media Coverage (3.1.3 - Develop the College's and Foundation's community involvement and presence)**

WCC in the News

- [*Whatcom college grant will help early childhood educators advance in careers, 3/1, The Bellingham Herald*](#)
- [*Registration open for Sustainable Connections business conference, 2/24, The Bellingham Herald*](#)
- [*Whatcom Community College parenting education program under budget threat, 2/21, The Bellingham Herald*](#)
- [*Author Elizabeth George to speak for several Whatcom READS! Events, 2/10, The Bellingham Herald*](#)
- [*Whatcom Community College to offer courses on mobile apps, 2/2, The Bellingham Herald*](#)

Additional media outreach

- [WCC Announces Mobile Apps Courses](#)

Additional athletic news coverage can be found at www.whatcom.ctc.edu/athletics. Press releases, public service announcements and an ongoing list of news articles can be found at www.whatcom.ctc.edu/news.