

## MEMBERS:

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

- I. Call to Order, Approval of Agenda, and Notice of Public Comment Time
- II. Strategic Conversations
  - Accreditation – Dean Ed Harri (All goals)
  - Tour of CIS Lab, Intercultural Center, and Advising Center
- III. Consent Agenda (Calendar)
  - a. Minutes of August 14-15 Board of Trustees Retreat (Attachment A)
- IV. Report from the President
- V. Reports
  - ASWCC – Lucas Nydam, President
  - WCCFT – Tresha Dutton, President
  - WFSE – Michelle North, Representative
  - Administrative Services – Vice President Nate Langstraat
  - Student Services – Vice President John Baker
  - Instruction – Vice President Ron Leatherbarrow
  - Advancement/Foundation – Anne Bowen, Executive Director
- VI. Discussion / Items of the Board
  - Proposed Board Meeting Dates for Calendar Year 2015
  - Board of Trustees Draft Work Plan 2014-2015
  - List of possible Strategic Conversations topics
  - Upcoming events
- VII. Public Comment
- VIII. Executive Session\*
  - ...to review negotiations on the performance of a publicly bid contract...;
- IX. Adjournment

*If you are a person with a disability and require an accommodation while attending the meeting, please contact the President's Office at 383-3330 (or TDD 647-3279) as soon as possible to allow sufficient time to make arrangements.*

**NEXT MEETING  
REMINDER  
Wednesday,  
October 8, 2014**

**\*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...



**CONSENT AGENDA**

- a. Minutes of August 14-15, 2014 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, these items will be adopted”. After pausing for any objections, the chair states, “As there are no objections, these items are adopted.”*

# Whatcom

COMMUNITY COLLEGE

## MINUTES

### BOARD OF TRUSTEES Retreat

August 14-15, 2014

Cedarbrook Lodge, 18525 36<sup>th</sup> Avenue South, Seattle, WA

Thursday 10:00 am – 5:00 pm; 6:30 – 9:00 pm

Friday 8:00 am – 1:00 pm

#### Thursday, August 14, 2014

- **CALL TO ORDER** Chair Tim Douglas officially called the Board of Trustees meeting to order at 10:00 a.m. Present in addition to the chair were trustees Barbara Rofkar, Chuck Robinson, and Steve Adelstein, constituting a quorum. Sue Cole was absent. Others present included President Hiyane-Brown; Ron Leatherbarrow, Vice President for Instruction; Nate Langstraat, Vice President for Administrative Services; John Baker, Interim Vice President for Student Services; Anne Bowen, Executive Director for Advancement; Ed Harri, Dean for Instruction; Janice Walker, Director for Workforce Education; Rafeeka Kloke, Executive Assistant to the President; and Jack Oharah, Facilitator.

#### INTRODUCTION OF GUEST

- Dr. Jack Oharah, former President of Edmonds Community College, was introduced as the facilitator for the two-day planning retreat of the Board.

#### ACTION TO ACCEPT AGENDA

- Trustee Steve Adelstein moved to approve the meeting agenda as proposed. It was seconded by Trustee Barbara Rofkar and the **motion was approved unanimously**.
- Chair Douglas announced that there is a designated time for public comment on the agenda.

#### STRATEGIC CONVERSATIONS

- Chair Douglas reviewed the goals of the retreat, as identified, with the participant.
- Review 2013-14 work plan: Accomplishments/progress forward toward Strategic Plan Goals  
A PowerPoint presentation provided an overview of accomplishments for each of the strategic goals. The complete 2013-2014 Year End Work Plan report is available on WCC's public website: <http://www.whatcom.ctc.edu>

### ➤ 2014-15 College priorities

Discussions ensued on areas of focus for 2014-2015. Priorities for the 2014-2015 work plan include:

- Access, Retention, Progression, and Completion
- Strategic Enrollment Management plan
- eLearning growth
- International growth
- New program development
- Intercultural initiative
- Professional development
- Bolstering relationships with K-12 and other educational partners
- Investment in people and place
- Building capacity for grant and external funding development

### ➤ State Budget Reduction/Allocation

VP Nate Langstraat stated that Washington Association of Community and Technical Colleges (WACTC) recommended the State Board's adoption of an allocation formula that contains the following elements:

- Performance – increase amount of allocation based on Student Achievement Initiative
- Fixed Costs – “Minimum Operating Allocation”
- Access – Allocate enrollment funding based on weighted-enrollment funding formula

In response to the Governor directive to all state agencies to submit plans for a 15% Budget Reduction, the State Board forwarded a survey to all colleges asking them to describe:

- Maintenance Level Reduction (a 15% cut)
- Policy Level “Buy Back” (the first six percent of the proposed 15% reduction)

The State Board will compile the information received from colleges and submit budget cut impacts on the system to Office of Financial Management (OFM) in September and the budget request in October.

## CONSENT AGENDA

### ➤ Consent Agenda (Calendar)

- a. Minutes of the June 18, 2014, Board of Trustees Meeting (Attachment A)
- b. Proposed Spring Quarter Grads (Attachment B)

Chair Douglas stated: “If there are no objections, this item will be adopted.” As there were no objections, **this item was adopted.**

### **BREAK**

- The meeting was adjourned at 12:00 p.m. for a 15 minute break.
- The meeting reconvened into open session at 12:15 p.m.

### **ITEMS OF THE BOARD**

- Strategic Partnerships and Collaborations

Facilitator Jack Oharah led the group in a discussion of strategic partnerships. The participants reviewed a list of current partnerships and discussed potential new partnerships.

### **PUBLIC COMMENT**

- Chair Douglas called for public comment. There was none.

### **RECESS**

- At 5:00 p.m., the meeting was recessed for approximately three and one-half hours for a break and dinner.

### **ITEMS OF THE BOARD (continued)**

- The Board meeting was reconvened by Chair Douglas at 8:40 p.m. Present in addition to the chair were trustees Steve Adelstein, Chuck Robinson, and Barbara Rofkar, constituting a quorum. Others present included President Kathi Hiyane-Brown, Executive Assistant to the President, Rafeeka Kloke, and Facilitator Jack Oharah. Discussions of the Board continued.

### **PUBLIC COMMENT**

- Chair Douglas called for public comment. There was none.

### **ADJOURNMENT**

- There being no further business, the meeting was adjourned at 10:00 p.m.

**Friday, August 15, 2014.**

- **CALL TO ORDER** Chair Douglas officially called the Board of Trustees meeting to order at 8:35 a.m. Present in addition to the chair were trustees Steve Adelstein, Chuck Robinson, and Barbara Rofkar, constituting a quorum. Others present included President Kathi Hiyane-Brown, Executive Assistant to the President, Rafeeka Kloke, and Facilitator Jack Oharah.
- Chair Douglas announced that there is a designated time for public comment on the agenda.

### **ITEMS OF THE BOARD (continued)**

- **Development of Board Work Plan 2014-2015**  
Several topics were identified, and discussions will continue on this project for adoption at a subsequent meeting of the Board.

### **EXECUTIVE SESSION**

- At 11:00 a.m. the meeting was adjourned for a closed Executive Session of the Board for approximately one hour to “(g)...review the performance of a public employee...” Chair Douglas announced that no action was anticipated. Guest included President Kathi Hiyane-Brown.
- The Executive Session was extended at 1:00 p.m. for approximately twenty-five additional minutes. President Hiyane-Brown was excused from the session.
- The Executive Session adjourned at 1:25 p.m. and the meeting immediately reconvened into open session.

### **PUBLIC COMMENT**

- Chair Douglas called for public comment. There was none.

### **ADJOURNMENT**

- There being no further business, the meeting was adjourned at 1:25 p.m.

## Reports to the Board of Trustees September 17, 2014 Meeting

### ➤ ASWCC— Lucas Nydam, President

- The ASWCC student leadership completed two extensive and comprehensive student leadership conferences recently, the North Sound Student Leadership Conference, and the CUSP Leadership Institute. Both conferences were critical to the success of our organizations.
- In July, the WCC delegates to the Washington Community and Technical College Student Association (WACTCSA) participated in executive leader training to further advance the organization. WCC student leaders have been an instrumental part of the success of this statewide organization, advised by the Council of Unions and Student Programs (CUSP) and the State Board for Community and Technical Colleges (SBCTC).
- The Whatcom Community College Orca Athletics program is competing on Orca Field (Soccer) and Meridian High School (Volleyball), our temporary location while the Student Recreation Center is completed.

### ➤ WCCFT—Tresha Dutton, President

- The faculty is excited to be back on campus starting another academic year with our students. The union is also looking forward to continuing our collaborative efforts with the administration to build a college focusing on student success, increased diversity and meaningful assessment practices.
- This year's union executive committee is composed of the following faculty leaders:
  - Tresha Dutton**, communication (president)
  - Tran Phung**, physics (vice-president for full- time faculty)
  - Leslie Hastings**, math (vice-resident for adjunct faculty)
  - Catherine Chapman**, ESLA (vice-resident for adjunct faculty)
  - Barry Maxwell**, political science (secretary)
  - Margaret Anderson**, PTA (treasurer)
  - Will Webber**, math (chief negotiator)

### ➤ Administrative Services—Nate Langstraat, Vice President

- **Finance** (Goal 5.1 Create and manage growth through fiscal, capital, technological and human resource development)
  - Major activities for Business Office staff during July and August focused on year-end closing. Year-end closing was a smooth process this year. The clean close for FY13-14 has positioned the Business Office well to begin the financial statement preparation process, for which three staff members attended training in mid-August.

- Other projects completed in the Business Office include: development of 2014-15 work plan, submission of State contract reporting to the Department of Enterprise Services, participation in financial statement training, and negotiation of a new F&A rate of 27%.
- **Facilities & Operations** (5.1: Create and manage growth through fiscal, capital, technological and human resource development)
  - Schematic Design (SD) was completed and accepted on 9/2/14 for the Phyllis and Charles Self Learning Commons. Design Development has commenced with a review of the campus stakeholders comments from the SD phase. There will be several more sessions with the user group during the design development phase.
  - Construction of WCC Pavilion and Student Recreation Center is underway and underground utility work, foundations, footings and slab are anticipated for completion by the end of September.
  - Laidlaw 208 (Student Services Office) and Cascade 129 (Horizon Student Paper) are complete. The project is in close out and programs are currently being moved into the newly remodeled spaces.
  - The fire alarm upgrade project for Laidlaw and Heiner was completed on 9/5/14.
  - Capital project updates and information is now located on the WCC public website at [www.whatcom.ctc.edu/news](http://www.whatcom.ctc.edu/news).
- **Emergency and Safety Preparedness** (5.3. Promote a safe environment for teaching, learning, and working)
  - Recent preparedness and safety efforts have included Continuity of Operations Planning for Administrative Services entities, the creation of emergency evacuation guidelines for persons with disabilities, facilitation of training for Building Coordinator volunteers, and campus-wide testing of our emergency notification system.
  - The upcoming weeks will see testing of building paging and fire alarm systems, as well as emergency notification training practice sessions.
  - A two-hour active shooter training and exercise was held on All College Day, which will involve local partners such as Bellingham Police. An Additional training session was scheduled for All College week to cover systems and procedures for building emergencies.
- **Conference & Event Services** (3.1.2 Expand partnerships with community and business organizations. 3.1.3- Develop the College's and Foundation's community involvement and presence)
  - Internally, Conference & Event Services (CES) supported the VP for Student Services campus forums, opening week ceremonies, three more sessions of the Whatcom Wave, the Student Life Welcome Back Fair, as well as the Transfer Fair.
  - Externally, CES assisted in the September 11 Chuckanut Radio Hour and Worldwide Dream Builders on September 13. The Lummi Indian Business Council will also be welcomed to WCC as a first-time client, as they hold a production on September 20.
- **Technology** (5.1 Create and manage growth through fiscal, capital, technological and human resource development)
  - Information Technology (IT) has finished the remodel of LDC 118 to support the work with the new advising software.
  - IT has released the new MyWCC student portal with overwhelming satisfaction of the initial phase. IT is collecting information for phase 2 work.
  - The Visual Communications lab is being refreshed this week with new 27" Apple computers. The old computers were in place for 5 years.
- **Bookstore** (Goal 5.1 Create and manage growth through fiscal, capital, technological and human resource development)

- The Bookstore continues preparations for the fall back-to-school rush. Book orders are being received daily with a heavy emphasis on stocking used textbooks. The remodel of the sales floor supply area will be completed prior to opening week.
- Textbook rentals are expected to be another popular area for Whatcom students this fall. The Bookstore will be offering rental options on over eighty textbook titles. Continued growth is expected in this area throughout the upcoming year.
- The Bookstore's new e-commerce website is open for business. Since July, the website has generated over 8,000 visits from over 2,000 unique customers in seven different countries resulting in 60 paid orders. The Bookstore will be utilizing Google analytical data to find better ways to serve the Whatcom community (and beyond).

➤ **Student Services—John Baker, Interim Vice President**

- **Entry & Advising** (*1.2. Increase academic support for students, 5.4. Foster an evidence-based culture of continuous improvement*)
  - Approximately 1100 students using AgileGrad. It is expected that after the October/November 2014 student workshop sessions this number will increase.
  - Hired six new part-time hourly Registration/E&A/Running Start/International advisors. These new staff began September 3rd and they are receiving intensive training through classroom instruction, WAVE, shadowing, information sessions and attending workshops.
- **Registration** (*1.2. Increase academic support for students*)
  - Registration staff continues to assist students registering for fall quarter. Graduation department is finishing summer graduation applications. Working on admission strategies to address the needs of underrepresented students.
- **Running Start** (*1.2. Increase academic support for students, 1.4. Introduce new opportunities for student learning and engagement 4.2 Enhance diversity among faculty and staff, 5.1 Create and manage growth through fiscal, capital, technological and human resource development*)
  - The new Associate Director for Running Start began her duties on August 25, 2014. Amy Hammons brings Running Start experience from Everett Community College.
  - Special orientation sessions for Running Start students and parents are filling, and campus tours are being conducted by 15 outstanding student leaders.
  - Running Start enrollment levels are in line with last year at this time.
- **Student Athletics** (*1.4. Introduce new opportunities for student learning and engagement*)
  - Men's and women's soccer had their season opener at the Starfire complex down in Renton August 26th and 27th. The men's team was successful both games beating Treasure Valley out of Oregon, and Pierce College out of Tacoma.
  - The volleyball team had their season opener at Pierce College and traveled to Green River College for a tournament.
- **Student Life** (*1.4. Introduce new opportunities for student learning and engagement*)
  - Student leaders attended a retreat at Warm Beach to prepare themselves for next year. Leadership development and team building were the focus. President Kathi, Ron Leatherbarrow, and John Baker attended part of the retreat.

➤ **Instruction—Ron Leatherbarrow, Vice President; Ed Harri, Dean for Instruction; Janice Walker, Workforce Education Director**

**Hiring** (2.1 Maintain currency in college curriculum and delivery, 2.3 Improve student learning, and 5.1 Create and manage growth through fiscal, capital, technological and human resource development)

- As reported in July, we have completed searches for 11 faculty positions (6 replacement and 5 new positions), and for several administrative positions, including a grant writer/coordinator, an advisor/special projects coordinator, the eLearning Director, the Director of Intercultural Services, and the Learning Center Director. We are currently interviewing candidates for the Vice President for Student Services, and we will complete that search early in the fall term. We are also in the midst of the search for a library director and expect to complete that search soon into the fall term.
- The many searches has taxed the institution, requiring a very large number of faculty, staff, and administrators to serve on committees, and Human Resources Office, including recruitment and managing the application process. The searches have gone well, and we have been fortunate to attract strong pools of candidates and to hire some excellent people in key positions.

**Diversity** (5.4 Foster an evidence-based culture of continuous improvement)

The Multicultural Center has been renamed the “Intercultural Center,” and it has moved to a more central campus location on the second floor of the Syre Center. This move will give the Center more prominence on campus, and it will provide more interaction with student government and club leaders and with the student services and faculty leaders. The move will reinforce the commitment to diversity (intercultural) issues articulated in the college’s strategic plan.

**Faculty Professional Development** (2.5. Increase professional development opportunities for faculty and staff)

To support the professional development of newly hired faculty, college staff developed a new staff and faculty orientation for the first day of opening week. In addition, ten of the eleven new full-time faculty attended the statewide 2014 New Faculty Institute at Central Washington University, in which faculty learn about the state system, engaging teaching practices, and supporting their students.

Three faculty professional development workshops were selected for college faculty development opportunities during the 2014-15 academic year: (1) Teaching and Learning with Canvas (eLearning focused); (2) Teaching in a Changing World (diversity focused); and (3) Teachable Moments (active learning focused).

**STEM Teaching and Learning** (2.2 Improve instructional delivery; 2.3 Improve student learning)

WCC biology and chemistry faculty continued their participation in the collaborative, NSF-funded, *Change at the Core* grant. During a weeklong summer institute, four WCC biology faculty and two WCC chemistry faculty worked with faculty from Western Washington University and Skagit Valley College to develop active, student-centered learning activities for chemistry and biology courses. Faculty also learned about creating inclusive learning environments in their classrooms and improving student learning through activities and assessments. In addition to the work by faculty, WCC, SVC, and WWU administrators and department chairs met to discuss ways to support participating faculty and expand the efforts of these faculty to the larger institutions.

Four WCC biology faculty applied and were also accepted to be members of the 2014 Northwest PULSE consortium, during which time they will attend a regional conference and work to implement a vision for departmental, student-centered change in biology courses based on nationally developed standards. The faculty will be assigned a coach to support them in this transformative work.

**Grants** (1.1 Increase student achievement in transfer and career preparation; 1.2 Increase academic support for students; 1.3 increase access for diverse and nontraditional student populations; 2.1 Maintain currency in college curriculum and delivery; 2.3 Improve student learning; 3.1 Increase College stature as a community and educational partner; 4.3 Increase access for under-represented populations)

**HEET--Hospital Employee Education & Training:** The first meeting of the North-South Consortium HEET 7 grant partners was held on campus in late August following several industry meetings around the state for input on patient navigation/advocacy curriculum. Work has begun to catalog job skills and competencies from various programs based on feedback from industry participants. Partner colleges at the meeting included Edmonds, Highline, Clark, and South Seattle community colleges. Next steps include more industry meetings for additional input from other regions in the state, developing common curriculum modules, and developing a 15 credit certificate for partner colleges to adopt and for dissemination statewide.

**Contribute to the Vitality of Whatcom County** (3.1 Increase College stature as a community and educational partner; 3.3 Be an active partner in economic development)

WCC, the Technology Alliance Group NW, and WWU are partnering on a Cyber Risk Summit for small businesses scheduled to be held on WCC's campus on October 30. The event will focus on educating small to medium sized business leaders and personnel on how to assess their risk level for a cyber attack, and will provide resources and action steps for participants to access and mitigate risk. The program includes high-level keynote speakers from the state and FBI, and includes opportunities for WCC students to showcase their skills and to network with industry.

#### ➔ **Foundation and College Advancement – Anne Bowen, Executive Director**

- **Foundation/Advancement** (3.1.2 – Expand partnerships with community and business organizations; 3.1.3 – Develop the College's and Foundation's community involvement and presence; and 5.2 – Diversify and secure funding/resources from external sources.)
  - Fundraising – Draft reports indicate that the Foundation received \$47,338 in donor gifts and pledges to date for the 2013-14 fiscal year (July 1st through September 2). This includes about \$2,000 in endowments, \$5,000 in annual scholarships, \$6,000 in event sponsorships, and \$34,000 for other college support.
  - Events – The President's Circle Reception is planned for Wednesday, September 17<sup>th</sup> 5:30-7:30 pm at Lairmont Manor, and the Donor Appreciation Breakfast is scheduled for Friday, October 3<sup>rd</sup> from 7:30-9:00 am at the Bellingham Golf & Country Club.
  - Scholarships – The Foundation awarded a total of \$313,927 in scholarships to 219 students for the 2014-2015 academic year. This includes approximately \$150,000 in annual scholarships (general & named), and nearly \$90,000 in endowed scholarships and just over \$70,000 in athletic scholarships.
- **Communications, Marketing and Publications** (3.1: Increase College stature as a community and educational partner)
  - College marketing highlights –
  - Working with the Strategic Enrollment Management team, a trial campaign focused on grad retrieval was initiated for fall quarter 2014. Tactics in partnership with Entry & Advising included inviting potential returning students to Aug. 7 Wave, where they received a customized welcome packet; sending emails to 2,900 former students; promoting Aug. 7 event via social media, including paid Facebook ad campaign; promoting Aug. 7 event to 200 former students who have submitted applications (54% open rate); promoting event on WCC website; and

- running an ad in the credit schedule. We continue to monitor results and to consider improvements for next year. Publication/media examples:
- Fall enrollment support: registration postcard; fall credit schedule; ads (Bellingham Herald, online, Facebook, website, NW Washington Fair, KAFE); ads for Community Education and International Program (Leisure Guide)
  - Program support: Cybersecurity program flier and CyberWatch West map graphic; fall Transfer Fair flier update; MyWCC web header; eLearning logo; professional technical advisory committee fall kick-off postcard and save-the-date email; Running Start course description booklet
  - Web/Social Media Development
    - Website work group is continuing to lead the College's website redesign project. The project is currently in the programming phase.
    - Current web and social media efforts assisted the College's major enrollment campaigns including summer enrollment, grad retrieval and fall enrollment.
    - Developing new video content for web and social media
    - Facebook: College's main Facebook page increased 3% from July 28 to 3,215 likes.
    - Twitter: Whatcom Twitter followers increased 2% from July 28 to 1,851 followers.
    - LinkedIn: Whatcom's University page on LinkedIn is up 10% from July 28 to 4,712 followers; Company page is up 2% to 600; and Friends & Alumni group is up 7% to 78 members.
    - Instagram: Whatcom's Instagram account is up 8% from July 28 to 224 followers.
    - Friends & Alumni: Engaging with alumni via WCC Friends & Alumni Facebook page (115 likes), LinkedIn group and the College's general accounts. The Friends & Alumni Newsletter is currently being sent to 559 subscribers.
  - Press Releases/Media Relations – Summary/Highlights Of Media Coverage
    - [WCC volleyball looking brighter](#), 9/1/14, Bellingham Herald
    - [Whatcom Community College Offers Free Community Classes](#), 8/27/14
    - [WCC Announces Spring 2014 Graduates](#), 8/25/14
    - [College President Honored](#), 8/25/14, Bellingham Herald
    - [WCC women's soccer on verge of breakthrough](#), 8/23/14, Bellingham Herald
    - [National award recognizes WCC as a leader in student success initiative, 8/15/14, The Chamber](#)
    - [WCC Welcomes Mary Schroeder as Women's Soccer Coach](#), KGMI.com, 8/14/14
    - [Whatcom CC hires women's soccer coach](#), Bellingham Herald, 8/13/14
    - [WCC Welcomes Mary Schroeder as Women's Soccer Coach](#), 8/13/14
    - [WCC recognized for technology use](#), BBJ Today, 8/13/14
    - [Legislature should not pay for K-12 education at expense of colleges](#), Bellingham Herald, 8/8/14
    - [WCC developing health care programs with \\$567,500 grant](#), BBJ Today, 8/7/14
    - [WCC Recognized As National Leader in Student Success Initiative](#), 8/7/14
    - [WCC Announces Spring Quarter 2014 Dean's List](#), 8/4/14