Special Joint Meeting Minutes
Cascadia Community College Board of Trustees
Northshore, Lake Washington and Riverview School District Boards
January 15, 2013
Cascadia Community College
18345 Campus Way N.E.
Bothell, WA 98011

MEMBERS PRESENT

Cascadia - Dr. Eric Murray, Mr. Louis Mendoza, Ms. Kirstin Haugen, Ms. Janet McDaniel
Northshore – Mr. Larry Francois, Sandy Hayes, Janet Quinn, Dawn McCravey, Julia Lacey
Lake Washington – Dr. Traci Pierce, Doug Eglington, Jackie Pendergrass,
Riverview – Mr. Conrad Robertson, Lori Oviatt, Carol Van Noy, Greg Bawden

Staff

Ms. Dede Gonzales

After time spent with casual introductions and conversation the Board members discussed the following questions.

Discussion Questions

1. What unique challenge(s) is your school district facing?
   How can Cascadia be your partner in working through those challenges?

2. What are your perceptions of community colleges?

3. What might be reasons students do not consider Cascadia?
   What is our reputation among your students and teachers?
   How best can we deploy our recruitment staff to meet your needs?

Dr. Murray opened the meeting by reporting that Cascadia Community College represents the three school districts. We are your community college and enroll a large number of your students. We also enroll students from Everett and Snohomish. We understand the Bellevue College, Lake Washington School District relationship but want you to know we are here as well to serve your students. This is not a competition with the other community colleges or with UWB.

He also informed the boards that we have invited their high school principals to a luncheon (tomorrow) to meet and have a similar discussion with them. Cascadia’s
Executive Team will be there to hear from the principals.

1. What unique challenge(s) is your school district facing? How can Cascadia be your partner in working through those challenges?

Northshore
Getting the 20% to perform better
Grade reconfiguration for new high school
College in the High School experience – need to do more; fewer students needing remedial college classes; however some leave high school with issues in math and English
80% do well and go on to higher education
Low income, non-English speaking families don’t know how to help prepare their students
Running Start –some students are not mature and may not be held accountable

Lake Washington
Grade reconfiguration for new high school
Opening new STEM school
College in the High School a great alternative and opportunity for some students
Most students go to UW after graduation, Bellevue College is 2nd, and Cascadia is 6th
73% on time graduates pursue 4-year colleges
27% are not enrolling after high school - what do we do to help them

Riverview
80% of graduates go on to higher education
Just opened a new special remedial center in Carnation
Growth of robotics technology
Majority of their students go on to Bellevue College – distance appears to be a factor
More part-time employment opportunities available in Bellevue

2. What are your perceptions of community colleges? (Cascadia)

Good instruction
Small classes
Where loser kids go – not just attending Cascadia, but any community college
Riverview students perceive community colleges as a good choice
Economy (tuition) of education vs. 4-year
Experiences faculty who care
Students need to come to Cascadia to see it, it is a beautiful campus
Need to be more specialized
Green technologies, cutting edge
You are not as bright if you go to a community college
Peer pressure from other students to go to a 4-year
Not enough social activities
Close proximity to UWB
Perception is that you need a 4-year college degree
Reasonable price alternative
Community colleges can speak to trends – open up classes quickly
Cascadia has culture of success vs. 4-year colleges who weed out students
Lower cost
Need to tell the stories of success
Strong academics
A great place to make a career decision
In general, a number of students enter college without a plan and then flounder; conversations need to be had with parents and students before that happens.

3. What might be reasons students do not consider Cascadia?
   What is our reputation among your students and teachers?
   How best can we deploy our recruitment staff to meet your needs?

Work with parents – Eric will be attending PTA meetings
Need to understand that attending a community college is acceptable
Cascadia has culture of success vs. 4-year colleges who weed out students
Need to tell the stories of success
Only losers go to community colleges
Distance to travel to school
No social activities – not the “real” college experience
The total college experience – community colleges don’t have that
“Talk to the Students” – ask them directly
Possible survey’s to students and parents, and/or forums/focused groups with students
Show them the value of attending a community college
Gorilla marketing strategy
Need more College in the High School classes
Running Start – not for everyone; but can be the one factor that helps students be successful and stay in school
Publicize College in the High School successes
Not a party environment, stigma to go to a community college, not a sense of community

Need to get students excited about continuing their education
Speak to trends; can meet needs in market place faster
Talk to parents; get stories to the press – Who is Cascadia; who are Cascadia students
Meet with counselors and teachers
Talk about cost – no need to spend more money for your first two years of general education courses – why waste the money

Eric shared his plans for visiting with PTA’s; Boy Scouts; YMCA’s, Chambers, and Rotary’s. Have hired two new recruiters who are visiting high school and junior high schools, and we are bringing groups of students to campus for information sessions and tours. Will continue to use that strategy and will enlist the help of counselors. He also spoke to the Math Project with Northshore and the relationship with the teachers who
teach those classes. He would like to do more of that with all of the high schools. Just getting started on College in the High Schools…will continue to pursue that option.

He also stated that we share the same message when speaking to legislators – they cannot continue to purge higher education to pay for K-12. Community colleges are the most efficient and best value for the money.

Additional discussion took place regarding Running Start classes. It was agreed that it was not for everyone, some students are just too immature, but for others it is an opportunity to do well and be successful.

**OTHER BUSINESS**

There was no additional business.

**ADJOURNMENT**

The meeting adjourned at 5:50 PM.

*Approved and Adopted on February 20, 2013*

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Mr. Louis Mendoza, Board Vice Chair

Attest:

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Dr. Eric Murray, President

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