

**Minutes
Regular Meeting
Cascadia College Board of Trustees
November 18th, 2020**

**Cascadia College
18345 Campus Way N.E.
Bothell, WA 98011**

BOARD OF TRUSTEES

Chair Roy Captain, Vice Chair Mike Kelly, Janet McDaniel, Dr. Meghan Quint and Dr. Colleen Ponto present.

EXECUTIVE STAFF

John Eklof, Dr. Kerry Levett, Marty Logan, Meagan Walker and Dr. Eric Murray present.

Alan Smith (AAG) present.

Lily Allen-Richter (recorder) present.

AREA REPRESENTATIVES

CCCFT Representative – David Shapiro, Senior 2 Tenured Founding Faculty present.

Student Representative – Angela Tang EAB Advocacy Chair present.

WPEA Representative – Marah Selves, Administrative Services Manager present.

AUDIENCE

Becky Riopel, Lyn Eisenhour, Deann Holliday, Sara Gomez Taylor, Haley Green, Erin Blakeney, Donna Sullivan, Kristina Young and Michael Horn

1. Executive Session

The Board will meet in a fifteen minute Executive Session to discuss number 2 below and/or any of the issues listed below:

1. to receive and evaluate complaints against a public officer or employee;

2. to evaluation the qualifications of an applicant for public employment or to review the performance of a public employee;

3. to discuss with legal counsel litigation or potential litigation to which the college is, or is like to become, a party, when public knowledge of the discussion would likely result in adverse consequences to the college;

4. to consider, as a quasi-judicial body, a quasi-judicial matter, between named parties;

5. to consider matters governed by the administrative procedures act, chapter34.05 RCW; and/or

6. to plan or adopt the strategy or position to be taken during collective bargaining, professional negotiations, or grievance or mediation proceedings, or to review proposal made in on-going negotiations or proceedings.

2. CALL TO ORDER

Chair Roy Captain called the meeting to order at 4:15 PM

3. CONSENT AGENDA

Chair Roy Captain asked for approval of the consent agenda Vice Chair Mike Kelly made a motion to approve the consent agenda and Trustee Dr. Colleen Ponto seconded the motion. Hearing no objections, the trustees approved the consent agenda.

4. PUBLIC COMMENTS

No public comments for the agenda.

5. INTRODUCTIONS OF NEW EMPLOYEES/PROMOTIONS:

None

6. INFORMATION ITEMS

Campus Social Connection Project

- Guiding Philosophy
 - Leadership on campus, from the executive team to the governance groups to the individual work groups, are collectively concerned and wanting to support all constituents in the campus community, i.e., faculty, staff, administration, students, and campus partners.
 - The impacts of multiple traumas, including on-going health, governmental, and race issues, require inspiration and activities from college leaders. However, these issues also require resiliency, ingenuity, and self-care by each individual member of the college community.
 - Success in this trauma-inspired moment comes from continued good will towards others despite the lack of traditional opportunities to demonstrate this.
- Emerging Issues
 - We hope to collaboratively manage these issues:
 - Displacement of emotions onto others due to world and personal circumstances, causing disruption to the workplace.
 - Polarizations regarding multiple issues showing up in the workplace and interpersonal interactions.
 - The physical workplace as we know it becoming less and less familiar, and the positive behaviors we exhibit on campus becoming more difficult to sustain in the online environment.
 - And, when employees return to campus, the knowledge that adjustment and re-orientation to not only the physical environment but also to our social practices must be appreciated.

Comments/Questions:

- Guiding Philosophies Trauma inspired moment. People are experience trauma similar to a school shooting, so we applied it to this particular resource.
- I am all for your communication efforts and just caution about using emotional driven words which could allow or evoke for more emotion.

Campus Safety Update

- Allyson Long was just hired this week, so she will be supporting us in the Emergency Management Role. We will introduce her at the Board meeting in January.

Comments/Questions:

- Surveying people to find out where we are with our thinking about having an armed officer on campus. The formal relationship will be decided June 2021. Another responsibility of this group is to inform others of the safety and security on the campus.

7. DISCUSSION/PRESENTATION ITEMS

Monthly Finance Report: 1st Quarter Finance Update

- Student goals should influence the scheduling, sequencing, and availability of courses.
 - Customize resources to ensure employee and student success.
 - Reduce institutional barriers.

7. DISCUSSION/PRESENTATION ITEMS (continued)

- Recognize that **people** are our most valuable resource.
 - Create sustainable and meaningful workloads.
 - Retention of high quality faculty is important to student success.
- Impacts
 - Enrollment is down.
 - International enrollment continues to decrease.
 - Review of the BASSP program for sustainability.
 - Running Start enrollment remains strong.
 - Find creative ways to repurpose positions (within contractual and budget guidelines).
 - SBCTC Colleges enrollment down 12-25% (Cascadia -13.5%).

Comments/Questions:

- Mike and Janet reviewed this information previously and they both feel pleased with what is happening thus far.

Draft Strategic Plan Review

- What we have accomplished
 - Focused on what matters most:
 - Equity & Inclusion
 - Guided Pathways: leading with equitable outcomes for all students
 - Strategic Enrollment Management
 - Reconsidered our mission:
 - Introduced the review at Convocation and collected initial ideas
 - Institutional Effectiveness Council (IEC) organized the initial
 - Integrated Board of Trustee feedback
 - IEC synthesized the data
 - Discussed and drafted mission statements at the October DIA
 - Developed master plan document
 - Constructed a narrative draft
- Work in progress
 - IEC narrowing feedback on mission statement development

Comments/Questions:

- Ongoing engagement, highlight the Board's responsibilities.
- What can the Board have influence over?
- Doing a better job on how we are resources our plan
- All students
- This current academic year is a "grey" year. We are starting a new plan
- One of the Board's actions is making sure the funding formula we have supports the action of the plan.
- This is a "live" document, it will be changed every year.
- Mission Statement work will be the Board responsibility
- Thank you Kerry thorough and good report.
- The structure is great, it will set you up well for the next 7 years.
- What ways are you looking at by ways in change management?

Marketing

- Our challenge this year is to boost enrollment in a climate of ambiguity.
- We received the following information based on enrollment reports, advertising and website analytics and surveys:

7. DISCUSSION/PRESENTATION ITEMS (continued)

- Enrollment is down at all community colleges and up at four-year institutions.
- Running Start is not down.
- Large increase in traffic to website
 - ads resonated
 - good channel mix
- Conversion rate was low
 - landing page didn't deliver
 - not ready to take the next step
 - no leads to follow
- Winter Campaign is going to focus on 16-24 year olds

Comments/Questions:

- We have one person in enrollment services who is the transition coach who does orientation, there hasn't been the bandwidth to add more support.
- Do we have a text to chat option? We don't but it could be something we can explore.
- Conversion from website visits to enrollment. We don't have a CRM so we don't have a handy way to track that information.
- We are coaching people on the phone to encourage them to apply. It takes 3 minutes and doesn't cost anything.
- I believe the Board was in favor of a CRM. Kerry's group of Guided Pathways is working on a CRM.
- Great work Meagan, we are in a new emerging world order and there are many unknowns. Let's give some money to this effort.
- Eric would like to move \$50,000 from reserves to help the marketing effort.
- The Board is really interested in doing that, let's do it right.
- Just like a customer, we need to keep our students.

8. RECOMMENDED ACTION ITEMS

Transforming Lives Nomination

Chair Roy Captain asked for approval of the Transforming Lives Nomination of Alexis Brandt. Vice Chair Mike Kelly made a motion to approve the Transforming Lives Nomination of Alexis Brandt and Trustee Dr. Meghan Quint second the motion. All in favor, no abstains.

Congratulations to Alexis!

Comments/Questions:

All the recipients did a great job.

9. REPORTS

Cascadia Events & Advocacy Board (EAB): Angela Tang, Advocacy Board Chair was present and doesn't have anything to add to her report.

Cascadia Community College Federation of Teachers (CCCFT): David Shapiro, Tenured Founding Faculty was present and wanted to highlight the "High-Demand" monies bargaining section of his report. We are grateful for more funding, but it is only for certain faculty. I also wanted to highlight the response to the executive order, Eric stood up for us and his special letter response was very much appreciated.

Food Drive for Cascadia Food Pantry: <https://charity.gofundme.com/o/en/campaign/cascadia-aft-6191-and-wpea-365-food-drive>

10. REPORTS (continued)

Cascadia College Classified Union Washington Public Employees Association (WPEA) Report:
Marah Selves, Administrative Services Manager was present and also wanted to add information about the food drive.

Chair and Individual Board Members Reports:

The biggest ask was us to call our legislators Overall Cascadia was present and made certain everyone knew we were there.

President's Report:

We are moving along with the design for the STEM building. What is a word or a symbolic name to show this building is a bride between Cascadia and UWB.

Update with the 5-star consortium for Continuing Education. All personal programming has dropped off (watercolor, etc.). We are moving forward with the grant development process and we will continue to meet each month.

Lake Washington Superintendent. We walked away with some really great ideas. They affirmed how we are working with them intimately. We have

11. OTHER BUSINESS/ANNOUNCEMENT

12. MEETING ADJOURNMENT

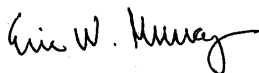
Chair Roy Captain adjourned the regular meeting at 5:56PM

13. Minutes Approved and Adopted on January 20th, 2021



Roy Captain, Board Chair

Attest:



Dr. Eric Murray, President

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