

**Minutes
Regular Meeting
Cascadia College Board of Trustees
June 16th 2021**

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

BOARD OF TRUSTEES

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

EXECUTIVE STAFF

Dr. Kerry Levett, Marty Logan, Meagan Walker, Chari Davenport 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, Erik Tingelstad, Erin Blakeney, Kari McGie, Kristina Young, Lyn Eisenhour, Michael Horn, Ketra Embleton, Mark Collins, Teya Viola, Deann Holliday, Kari McGie Noah Overby and Sara Gomez Taylor

1. CALL TO ORDER

Chair Roy Captain called the meeting to order at 4:01 PM

2. CONSENT AGENDA

Vice Chair Mike Kelly asked for approval of the consent agenda. Trustee Janet McDaniel made a motion to approve the consent agenda. Trustee Dr. Meghan Quint seconded the motion. Hearing no objections, the trustees approved the consent agenda. Chair *Roy Captain Absent.*

3. PUBLIC COMMENTS

No public comments for the agenda.

4. INTRODUCTIONS OF NEW EMPLOYEES/PROMOTIONS:

- Ketra Embleton, new Development Specialist in the Foundation.
- Chari Davenport, new interim EDEI Executive Director.
- Dr. Kerry Levett, announced a Promotion in her area.

5. INFORMATION ITEMS

None

6. DISCUSSION/PRESENTATION ITEMS

Campus Safety and Bothell PD

- The current timeline is:
 - Week of June 7: Campus Safety Advisory Committee will deliver results of survey to Chancellor Yeigh and President Murray.
 - Week of June 14: Chancellor Yeigh and President Murray will have lunch and discuss the information received. We will determine a tentative plan for moving forward.
- Important considerations:
 - Chancellor Yeigh is hesitant to make a final decision on behalf of UWB given that new leadership will take over in September.
 - A “new” Campus Safety Department with updated priorities and expectations will take some time to formulate and design.
 - The benefits of the CSO (e.g., report-taking, First Responder liaison, social services point of contact) must be considered in light of the concerns raised by the majority of campus (is an *armed* officer necessary as opposed to a better training campus safety team or a non-commissioned officer, what does this say about the campus’s understanding of the social justice issues present?).

Comments/Questions:

- None

Cascadia’s Marketing Push

- The Board invested \$50,000 to supplement the spring campaign (which nearly doubled the budget for the department. Prior to this, Communications/Outreach/Marketing had to allocate its \$60,000 for web improvements, sponsorships, cost for attending recruiting events, graphics and editing software packages, IT and camera equipment, supplies, etc in addition to advertising. This infusion allowed us to beef up our paid advertising.
- Objective:
 - Increase enrollment
- Tactic:
 - Big digital presence with clear CTAs
- Messages :
 - What You Do at Cascadia College Matters (GenZ)
 - Why Wait? (Adult Learners)
- ROI, great to get people to the website, but not to commit completely to the services.
- Live audio ads weren’t working very well, so we are removing those ads.
- Added three new videos for YouTube that went well.
- Shout out to IS to help get this platform launched. Team effort all around.

Comments/Questions:

- Very impressive, super work.
- Very good report, thank you so much!

Mission Fulfillment: Institutional Effectiveness Annual Calendar

- The institutional effectiveness process centers on continuous improvement. As a key stakeholder in the process, the proposed calendar integrates updates and data reviews for the Trustees throughout the year.

6. DISCUSSION/PRESENTATION ITEMS (continued)

Mission Fulfillment: Institutional Effectiveness Annual Calendar (Continued)

- During the first year of the new accreditation cycle, we have completed a refresh of our mission statement, adopted a strategic plan and measurement system using mission metrics. The proposed calendar represents moving forward by integrating continuous improvement information into a systematic cycle building Trustee engagement with the College's strategic work.

Comments/Questions:

- Great job, thank you for keeping us informed.

7. RECOMMENDED ACTION ITEMS

2021-2022 BOT Self-Assessment

Vice Chair Mike Kelly asked for approval of Cascadia College's 2021-2022 BOT Self-Assessment. Trustee Janet McDaniel made a motion to approve Cascadia College's 2021-2022 BOT Self-Assessment and Trustee Dr. Colleen Ponto second. All in favor, no abstains. Chair Roy Captain Absent.

2021-2022 Board of Trustees Meeting Calendar (1st Read/Action)

Vice Chair Mike Kelly asked for approval of Cascadia College's 2021-2022 Board of Trustees Meeting Calendar. Trustee Janet McDaniel made a motion to approve Cascadia College's 2021-2022 Board of Trustees Meeting Calendar and Trustee Dr. Meghan Quint second. All in favor, no abstains. Chair Roy Captain Absent.

Comments/Questions:

- We would like to have a both/and option for the future BOT Meetings.

8. 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 wish everyone a wonderful summer and doesn't have anything to add to her report.

Cascadia College Classified Union Washington Public Employees Association (WPEA) Report: Marah Selves, Administrative Services Manager was present and added that they are excited to be entering into summer schedule and doesn't have anything to add to her report.

Chair and Individual Board Members Reports:

None

President's Report:

- Thank you to the Board for your support over the year, through COVID through funding through appreciating our employees.
- We will continue to do some heavy lifting over the summer to get ready to return to campus. The WINN taskforce will be working hard.

9. OTHER BUSINESS/ANNOUNCEMENT

None

10. MEETING ADJOURNMENT

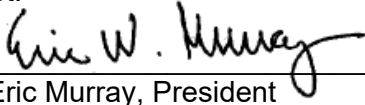
Chair Roy Captain adjourned the regular meeting at 4:55 PM

11. Minutes Approved and Adopted on September 22, 2021.



Roy Captain, Board Chair

Attest:



Dr. Eric Murray, President
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