

MINUTES

WASHINGTON STATE COMMUNITY COLLEGE DISTRICT 17 BOARD OF TRUSTEES WORK SESSION SPOKANE FALLS COMMUNITY COLLEGE

Present: Trustee Mike Wilson, Trustee Todd Woodard, Trustee Anna Franklin, Trustee Glenn Johnson, Trustee Steve Yoshihara. Also present: Kevin Brockbank, Lori Hunt, Linda McDermott, Carolyn Casey, Kimberlee Messina, Jenni Martin, Grace Leaf, Nichole Hanna, Patrick McEachern, Connan Campbell, Abigail Affholter, Beverly Daily, Greg Stevens, Amy McCoy, Bonnie Glantz, Breanne Riley (recording secretary).

Guests: John Drake, Jess Carter, Quinn Husney

Excused: Alison Cooley, Katella DeBolt, Bobbi Woodral, Christina Momono, Katie Satake

CALL TO ORDER AND ROLL CALL

The Board of Trustees of Washington State Community College District 17 held a special meeting at Spokane Community College, on Tuesday, January 16, 2024. Chair Mike Wilson called the meeting to order at 8:35am. Trustee Wilson asked if there were any members of the public present at the work session meeting, to which there were none. The Native Land Acknowledgement was given by Trustee Wilson.

CONSENT AGENDA

Being no objections, the consent agenda was entered into the record. Topics include the following:

- a. Budget & Expenditures – Dr. Linda McDermott
- b. Head Start Updates – Ms. Bobbi Woodral

Trustee Wilson asked if Head Start had a response from the government regarding the change in enrollment numbers in the program. Dr. Linda McDermott noted that the resolution in the consent agenda was regarding the action that was approved by the Board at the June 2023 meeting for the HS+ resolution formalizing the 10 credits that are of no cost to students. The motion to approve the consent agenda was so moved by Trustee Johnson, seconded by Trustee Franklin, and approved unanimously by the Board.

CCS Campus Security Request, Dr. Kevin Brockbank shared the request for approval to use funds for safety and security. Dr. Brockbank shared how the campuses have been impacted recently from the high level of transients in the Spokane area and the transit center being near the campuses. Access to campuses needs to be addressed as well as updating the camera system. The request was to approve \$6,545,590.00 in local funding to supplement the security upgrade projects. Trustee Johnson asked if this could be a request that could be brought forth to the legislature. Trustee Woodard asked if CCS has worked to increase patrols of the campuses. He then asked if other campuses in Washington are experiencing the same security concerns as CCS. Trustee Wilson asked for clarification of the cost of the overall project and what the scope of the project was. Trustee Johnson noted that in the past CCS has asked for additional help from Spokane Transit Authority and the Spokane Police Department and then asked if they are still providing security at both campuses. Trustee Franklin asked if there was any risk of reduced services to students due to the cost of the security upgrades. Ms. Beverly Daily asked for clarification of the security upgrades, where the upgrades would be implemented, and how the upgrades would affect guests at both campuses. Trustee Johnson noted that students could be employed as greeters at the campuses. Trustee Wilson asked about the operational costs of the security upgrade. The motion to approve was so moved by Trustee Woodard, seconded by Trustee Johnson, and approved unanimously by the Board. Dr. Brockbank asked that the Trustees attend a hearing on behalf of CCS at 4:00pm as he and the Presidents will be traveling regarding Bill 2172.

Alert of Tenure Consideration, Mr. Greg Stevens, shared that there were six tenured faculty for the Board to consider. The alert brought forth was that the finalists were now available for review, February the Board will discuss the faculty chosen for tenure, and the decision will be made at the March Board of Trustees meeting.

Drake Cooper Rebranding Presentation, Ms. Carolyn Casey reviewed that the presentation would be sharing research that Drake Cooper had found for the rebranding project. Ms. Quinn Husney reviewed the overarching project timeline and purpose of the research that would be presented. Ms. Husney then reviewed the objectives and structure of the research. Ms. Husney shared that 427 survey responses were received and the range of employees that responded to the survey. Ms. Husney then reviewed the college decision factors from the survey. Ms. Husney reviewed the results of why people wanted to go to college, as well as what customers considered when choosing a higher education institution. Ms. Husney then reviewed the perceptions of community colleges. Ms. Husney reviewed customers confirmed that community colleges had a defined reputation as subordinate to four-year universities. Customers also identified some positive and descriptive differences between community colleges and traditional four-year universities. Trustee Wilson asked Ms. Casey what marketing opportunities had been discovered after the results of the survey were shared with her department. Trustee Johnson asked if the questions were specific to certain community colleges or if the questions were about community colleges in general. Trustee Yoshihara commented that he found the results of the teaching quality interesting and it should be addressed to the public that the quality of teaching

is very high at CCS. Ms. Husney then reviewed the reputations of CCS and its competitors. It was shared that Eastern Washington University and Washington State University were considered the top competitors of CCS from employees, while customers listed Gonzaga as the top competitor. Ms. Husney then reviewed the reputations of CCS, SCC, and SFCC. It was shared that employees expressed concern that naming the Community Colleges of Spokane created confusion and detracted from the established reputation of the included colleges. Ms. Husney then reviewed the key differentiators of CCS in relation to four-year institutions. Drake Cooper discovered that asking participants to describe the Community Colleges of Spokane revealed misunderstanding and uncertainty, even among current students. It was also found that SFCC was viewed as more aesthetically pleasing and SCC as more industrial. Ms. Husney then reviewed the perceived difference in students at each campus from both the employees and the customers. Ms. Husney then reviewed the results of the survey regarding the relationship between both colleges. It was shared that employees agreed there is significant confusion among students about the relationship between CCS, SCC, and SFCC. Students reported that they felt no connection to students on their sister campus. It was also shared that students and mentors both showed awareness of contention between the campuses.

BREAK

Trustee Wilson reconvened the meeting at 10:33am.

Trustee Wilson asked how CCS came about and if there was something that happened between the colleges to have them separated. Ms. Husney then reviewed the results of the brands being separate or combined. It was then reviewed that the consensus was that all participant groups agreed that the current middle-ground branding contributes to confusion. Ms. Husney shared that people liked aspects of the brand that paid homage to the natural, local environment. It was also shared that people found the current brand is chaotic and lacking a clear identity. Employees imagined Skitch's personality as gentle and compassionate with a fierce edge and that customers generally like the mascot. Supporters appreciated the mascot's uniqueness and local significance, while critics disliked current illustrations and had concerns over potential connotations. Ms. Husney shared that most people did not like the foot logo and that employees felt that the design and significance of the sun and mountains being used as the CCS logo were unclear. As for the mission, vision, and values employees liked the emphasis on students and appreciated the homage to equity, but felt that the broad, general language seemed inauthentic. Ms. Husney then reviewed the key takeaways of the survey and the research objectives. The next step will be Drake Cooper meeting with the executive branding group and collaborating on strategic recommendations based on the findings. Trustee Yoshihara commented that community colleges were seen as lesser than a traditional four-year college and that is a misconception that he would like to change. He then asked what percentage of CCS graduates transfer to a four-year institution. Dr. Brockbank took a moment to thank Drake Cooper for their work with CCS. Ms. Carolyn Casey shared that the Board would have a draft of the proposed branding at the February Board meeting.

Trustee Wilson reviewed the committees that the Board will be serving on in 2024.

Executive Session

There will be no executive session.

Adjournment

Being no further business, the meeting adjourned at 11:35am.