

**Minutes of the Board of Trustees Meeting  
Washington State Community College District 17  
Regular Meeting  
October 17, 2023 8:30am  
In Person and Zoom Option**

**Present:** Trustee Todd Woodard, Trustee Glenn Johnson, Trustee Steve Yoshihara. Also present: Kevin Brockbank, Jenni Martin, Kimberlee Messina, Amy McCoy, Carolyn Casey, Grace Leaf, Linda McDermott, Greg Stevens, Bonnie Glantz, Nichole Hanna, Jaclyn Jacot, Connan Campbell, Patrick McEachern, Jeff Williams, Brian Moyer, Russell Schluter, Carrie Culver, Katie Satake, Christina Momono, Beverly Daily, Abigail Affholter, Alison Cooley, Bobbi Woodral, Tammy Pham, Breanne Riley (recording secretary).

**Excused:** Trustee Mike Wilson, Trustee Anna Franklin, Lori Hunt, Katella DeBolt

**Guest:** Orville Williams

**Celebrating Student Success**

**Mr. Jeff Williams, Mr. Brian Moyer, and Mr. Russell Schluter** presented to the Board a report on the Welding program and Industrial Training Center at the SCC Colville Center. Mr. Williams gave an overview of the Industrial Training presence at the Colville Center. Mr. Williams reviewed the current form, funding, and program collaboration. Mr. Williams introduced former student Mr. Orville Williams, who gave a testimony of his experience while enrolled in the program. At 8:38am Mr. Russell Schluter took the Board on a walking tour of the Industrial Training Center. At 9:07am the Board returned from the walking tour of the Industrial Training Center.

**Call to Order**

The Board of Trustees of Washington State Community College District 17 held a regular meeting on Tuesday, October 17, 2023. Trustee Woodard called the meeting to order at 9:10am. This was followed by the Pledge of Allegiance and roll call. It was announced that the meeting was open to the public. The motion to excuse the attendance of Trustee Franklin and Trustee Wilson was so moved by Trustee Johnson, seconded by Trustee Yoshihara, and approved unanimously by the Board. Individuals interested in addressing the Board were encouraged to speak up during the public comment section. The Native Land Acknowledgement was given by Trustee Woodard.

**PUBLIC COMMENT**

There were no public comments.

## **CONSENT AGENDA**

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

- a. Minutes of the September 12, 2023 Regular Meeting
- b. Capital Projects Status – Ms. Nichole Hanna
- c. Budget and Expenditures – Dr. Linda McDermott
- d. Head Start Updates – Ms. Bobbi Woodral
- e. Admin Procedures – Ms. Nichole Hanna and Ms. Amy McCoy

Trustee Johnson noted that there was headway being made with enrollment within the Head Start program, to which Ms. Bobbi Woodral reviewed enrollment and progress within the Head Start program. Trustee Johnson shared that other colleges have been struggling with enrollment and that Ms. Woodral was doing a wonderful job. The motion to approve the consent agenda was brought forth by Trustee Woodard, moved by Trustee Johnson, and seconded by Trustee Yoshihara. The consent agenda was approved unanimously by the Board.

## **Chancellor's Report**

**Dr. Kevin Brockbank, Chancellor,** shared that there were many announcements to be given and asked that Mr. Greg Stevens begin with the first announcement. Mr. Stevens shared that he will be retiring from CCS in September of 2024. Mr. Stevens shared his plan for his last year while being the CSAO at CCS. Mr. Stevens thanked the Board for their support and the opportunity to make his announcement at the meeting. Trustee Yoshihara expressed his thanks to Mr. Stevens for his work at CCS, and Trustee Johnson thanked him specifically for his role as acting chancellor of CCS in 2023. Dr. Brockbank reviewed the temporary positions and executive recruitments that are in the future for CCS and that all positions have been covered internally in a successful and strong way. Dr. Brockbank introduced Dr. Linda McDermott as the new Chief Financial Officer of CCS. Dr. McDermott introduced herself and gave a brief report of the history of her career. Dr. Brockbank noted his excitement of Dr. McDermott re-joining the CCS team and thanked her. Dr. Brockbank reviewed projects that are currently in the works at CCS and the status of each one including employee retention, Guided Pathways, and Board objectives. Dr. Brockbank commended the leadership team for their work and said that he is optimistic to share the progress. Trustee Johnson requested a meeting with Dr. Brockbank and Mr. Arlen Harris in preparation for the legislative tour on October 23<sup>rd</sup> at SCC.

## **Presidents Report**

**Jenni Martin, Acting President of SCC,** shared that the SCC corrections

graduation will take place on October 18<sup>th</sup> and that she is very excited for the ceremony. Ms. Martin shared how the counseling program has assisted students who have experienced crisis and the exceptional job that they have done. The SEER counseling department has been moved to the regular counseling department and that was done for strategic reasons. Ms. Martin thanked Ms. Piper McCarthy and Mr. Connan Campbell for their work with students at SCC.

**Dr. Kimberlee Messina, President of SFCC**, shared the progress with Guided Pathways and that SFCC is fully implemented. Dr. Messina then shared the changes that have accompanied the integration of Guided Pathways. Dr. Messina noted that both SCC, SFCC, and Dr. Lori Hunt went to visit Selkirk College recently and they were impressed with the work that Selkirk has completed in working with and integrating with the local Native American community. Dr. Messina reviewed the work that has been done with the strategic plan and employee retention efforts at SFCC.

### **Marketing Update**

**Ms. Carolyn Casey**, gave an update on marketing at CCS. Ms. Casey reviewed current marketing practices and marketing campaigns. Ms. Casey shared the campaigns that are based on segment demographics with the highlight on dual credit students, transfer students, career/tech students, ABE and adult students in transition, and underrepresented students. Ms. Casey presented an example of the running start campaign to the Board. Trustee Yoshihara asked if Ms. Casey was able to view how many people have seen and responded to videos that have been posted on the Running Start program. Ms. Casey then reviewed the transfer student campaign and its components and results. Trustee Johnson asked if there was a contract for the purchase. Ms. Casey reviewed the campaign approach for career/tech students explaining that the goal was to showcase the wide variety of technical programs that are offered across CCS. Ms. Casey reviewed the campaigns for career/tech students at both SCC and SFCC and the viewing rates at each campus. Ms. Casey then reviewed the Google Adwords “Drip” campaign for SCC and SFCC CTE programs. Ms. Casey shared how the marketing office finds potential student at events such as Hoopfest and high school graduations through ads promoting attending CCS. Ms. Casey reviewed the FastTrack Accelerated degree promotion at SCC as well as the promotion of cybersecurity SFCC and CCE. The marketing program for the ABE and HS+ were reviewed and it was shared that it has been very effective. Trustee Johnson asked if the new stadium that was built in downtown Spokane would be utilized as a tool for advertising CCS. Trustee Yoshihara asked if students are questioned on what they know about CCS upon enrollment. Ms. Casey shared that welcome packet envelopes are mailed to students who applied monthly in order to maintain engagement and provide additional connections. Public relations strategy was shared with the Board and the tools used to communicate to potential students about CCS programs. The use

of social media for engagement was shared and it was noted that the video tour of SFCC was very successful. Trustee Johnson asked if CCS has reached out to local universities in an effort to reach out to students who may need to utilize general classes at CCS as an option to recover credits. Trustee Yoshihara asked if there were many out of state students that viewed social media posts and videos online. Ms. Casey shared a video with the Board highlighting former student Serenity Haines and her journey at CCS. Trustee Yoshihara noted that was a great video and Trustee Woodard said that it was a great story and gave his thanks to Ms. Casey and her department. Trustee Yoshihara asked how many people work in the marketing department.

## **BREAK**

Trustee Woodard reconvened the meeting at 10:25am.

### **2021-25 CCS Strategic Plan Update**

**Mr. Greg Stevens**, Dr. Brockbank noted the presentation was included in the agenda for the meeting in response to a Board objective on the strategic plan. Mr. Stevens noted that the next update will be in February and the last update was given to the Board in February 2023. Mr. Stevens reviewed the mid-point check in and items that were the focus of the check-in. Three additional projects were added by Cabinet in relation to employee retention for a total of 42 projects – 14 have been completed, 9 are in progress, and 19 are to be assigned. Mr. Stevens reviewed the three priority statements of the strategic plan which are student success, operational excellence, and employee success and excellence. The 2021-25 strategic priorities element objectives were reviewed by Mr. Stevens. Mr. Stevens reviewed the student success priority elements which included expanding student recruitment, enrollment, retention, and achievement as well as consistently providing high-quality academic programming and innovative student support models. Mr. Stevens reviewed how CCS compares in student retention and achievement with the largest ten districts by headcount. Mr. Stevens reviewed the improvement in student transfer rates overall and the number for targeted populations.

Mr. Stevens then reviewed the operational excellence plan and that the first objective is on-going academic and student service innovation. The consistent data-informed decision making and constant pursuit of organizational efficiencies was then reviewed. Organization efficiencies inquiring about CCS structures, processes, and performance standards, and resource allocations survey results were presented to the Board.

Purposeful recruitment, development and retention survey results were shared by Mr. Stevens. The increase in quality of the applicant pools as measured by a decrease in the recruitment-to-hire timeline by 3% as compared to 2021 was illustrated and the effect that the pandemic had on the rates. The increase in the retention of employees

and the reduction in overall turnover rate as compared to 2021 was then reviewed. First year job survival rates as compared to the average of 2018-21 were also reviewed. Trustee Yoshihara asked why the retention had dropped, to which Trustee Johnson asked if exit interviews were being conducted. Trustee Johnson asked if there was a rate of classified staff that applied for different positions and the rate of if they attained the position. Mr. Stevens then reviewed the consistent standards of performance and accountability and the “bad” turnover among FT employees compared to 2021. Employee satisfaction with the consistency of performance standards and accountability survey results were shared with the Board. Mr. Stevens reviewed the strategy map and the objectives that were established by cabinet and approved by the Board and how they are measured. Mr. Stevens reviewed the timelines for the current plan and successor planning. Trustee Woodard asked how much the rebranding project would affect the upcoming strategic project.

### **Joint Enrollment Report**

**Ms. Jenni Martin and Dr. Kimberlee Messina**, gave an update of the joint enrollment report that was given to the Board in the spring. The Fall quarter of this year compared to the Fall quarter of 2023 was reviewed, as well as the Fall quarter pre-pandemic enrollment. It was noted that enrollment has been increasing and both colleges are seeing similar trends in enrollment. There has been an increase of applications and Ms. Martin contributes this to the marketing plan as well as the Guided Pathways program at both campuses. Enrollment strategies regarding conversion have increased and retention continues to be a focus for both campuses. Ms. Martin shared that CCS is making a recovery from the pandemic decrease in enrollment, to which Dr. Messina shared her agreement.

### **Rural Presentation**

**Mr. Connan Campbell and Ms. Jaclyn Jacot**, presented a report on SCC rural centers. A review of the rural centers, instructional programming, direct transfer degree programs, and professional/technical programs were shared with the Board. The SCC rural full-time faculty at the four centers was reviewed as well as the students in each program compared to the main campus. It was reported that there is a particularly high level of Running Start students at the rural centers and a low rate of transfer. Republic has the highest level of first-generation students at 60% and the gender breakdown at the rural campus is much higher amongst females than males as opposed to the main campus. Ms. Jacot shared the strengths and challenges at the SCC rural education centers. Mr. Campbell noted that an additional challenge has been that the companies locally encourage students to attend classes at the rural centers but the demand for employees is so high that the positions are open to non-college graduates as well. Mr. Campbell then reviewed the challenge of maintaining relationships with the schools and their employees due to the high amount of turnover

within the local school districts. Trustee Woodard asked how many students were enrolled in Republic.

### **IT Update**

**Ms. Grace Leaf**, shared that her report was meant to be a consent agenda item as opposed to a report, but she did want to introduce her employees that were present at the meeting. Mr. Sean Cotter, Mr. Nate Walker, Ms. Sara Covington, and Ms. Leslie Dawson were introduced. Trustee Johnson asked how the rural centers have been working with ctcLink in comparison to the main campuses. Trustee Woodard noted that the virtual meeting today was superb and flawless.

### **AHE/Faculty Report**

**Ms. Beverly Daily**, welcomed Dr. McDermott and stated that AHE is looking forward to working with her. Ms. Daily noted that AHE is sad to see Mr. Stevens leave CCS. Ms. Daily then shared that AHE is looking forward to bargaining in the coming year. Ms. Daily talked about Adjunct Parity Bill that was passed last year and that there is a group that is going to create a plan on how to obtain adjunct parity. AHE is hoping that the group will be able to supply AHE with more information on the bill.

**Ms. Christina Momono**, reported that Ms. Camille Kovarik shared that for Summer of 2023 the HS+ program served 118 HS+ students and had a total of 28 graduates and 308 credits earned. Ms. Intissar Yahia from the Pullman campus stated that she uses Universal Design for Learning and Differentiation Approaches in her classes. She incorporates numerous activities including art-based workshops, building relationships with Washington State University's international office, inviting guest speakers, and organizing field trips. She noted that this kind of practice enhances language skills, relieves refugees' trauma, and connects them with the local communities in the United States.

**Ms. Katie Satake**, reported that Mr. David Edwards, SCC Architecture faculty member took his first-year students to visit 8 architecture firms on the second and third day of the quarter so they could see where they might work in the future. The architects were very generous with their time explaining their jobs and answering students' questions. Mr. Edwards entered 10 projects that were done by his students last spring into a design competition sponsored by the Inland Northwest Architecture Foundation. Local and regional architects judged their work and awarded first, second and third place to his students. The winner received a \$1500 scholarship and the three have all been granted job interviews from local firms. Others are continuing their education down in Pullman by taking advantage of the 2+2 articulation with WSU Architectural Studies. Additionally, last year five of the students in the first year of a two-year program found jobs in the industry and continued their studies while they are also gaining work experience. These employers have found that the students are good

communicators and are likeable, teachable, and dependable. Mr. Andy Buddington, SCC Geology faculty member reported that SCC Geology students Alan Belasco & Marilyn Smith completed their geologic research project of the Antoine Peak Conservation Area, including a geologic guide to the hiking trails at Antoine Peak. The report and hiking guide was accepted by Spokane County Parks & Rec and linked to the Antoine Peak Conservation Area website. Ms. Amy Anderson, SCC communications faculty member reported that this summer she had nominated one of her Public Speaking students, Shawnee Munns, for the Statewide Inspirational Speech Championship at Centralia College and she placed third in the state.

### **WFSE/Classified Staff Report**

**Ms. Abigail Affholter, SCC** was not able to share her report with the Board but it was included in the Board of Trustee packet that was sent to all parties.

### **Student Government Report**

**Ms. Tammy Pham, SCC ASG President,** reported that the ASG had worked closely with numerous clubs to host several events. Ms. Pham shared that the Welcome Week at SCC was very successful as well as the first farmer's market for students. The Vice-President of ASG has been working closely with DEGA and the Center for Equity, Diversity, and Inclusion to obtain inclusive seating at campus. A new director position is being created with the focus on diversity and equity inclusion.

### **Board Report**

Trustee Woodard wanted to thank Dr. Brockbank and Ms. Breanne Riley for a tour that was taken at Community College where he was able to tour the Okanagan College in Canada's Aviation Program, which he found very interesting.

### **Executive Session**

There was no executive session.

### **Potential Action Generated from Executive Session**

There was no action taken.

### **Adjournment**

Being no further business, the meeting adjourned at 11:43am.