

MEMBERS:

- **Teresa Taylor,**
Chair
- **John Pedlow,**
Vice Chair
- **Wendy Bohlke**
- **Jeff Fairchild**
- **Rebecca Johnson**

If you are a person with a disability and require an accommodation while attending the meeting, please contact the President's Office at rkloke@whatcom.edu two days prior to the meeting to allow sufficient time to make arrangements.

**NEXT MEETING
REMINDER**

**December 13, 2023
Board Meeting**

- I. Call to Order & Approval of Agenda, and Notice of Public Comment Time
- II. Consent Agenda Tab 1
 - a. Minutes of October 18, 2023 Board of Trustees Meeting (Attachment A)
- III. Introductions
- IV. Public Comment
 - [Protocols for Public Comment](#)
- V. Strategic Conversation
 - Draft 2023-2028 WCC Strategic Plan – Strategic Planning Core Team
 - Marketing campaign highlight – Marni Saling Mayer, Director for Communications and Marketing
- VI. Action Items Tab 2
 - Proposed 2023-2028 WCC Strategic Plan
- VII. Report from the President
- VIII. Reports Tab 3
 - ASWCC – Alaina Hirsch, President
 - WCCFT – Tresha Dutton and Barry Maxwell, co-presidents
 - WFSE – Dan Andreason, President
 - Administrative Services – Vice President Nate Langstraat
 - Student Services – Vice President James Siegel
 - Instruction – Interim Vice President Steven Thomas
- IX. Discussion/Items of the Board Tab 4
 - Proposed 2024 Board of Trustees Meeting schedule
 - ACT Fall Conference – November 16-17, 2023
 - ACCT National Legislative Summit – February 4-7, 2024
- X. Executive Session
 - ...as provided in RCW 42.30.110 and 42.30.140 (4)(a), to discuss collective bargaining...
 - to evaluate the qualifications of an applicant for public employment or to review the performance of a public employee...;
 - to discuss with legal counsel representing the agency matters relating to litigation or legal risks of a proposed action or current practice the agency has identified when public discussion of the litigation or legal risks is likely to result in an adverse legal or financial consequence to the agency

XI. Adjournment

***The Board of Trustees may adjourn to an Executive Session to discuss items provided for in RCW 42.30.110 (1):**

- (b) to consider the selection of a site or the acquisition of real estate by lease or purchase...;
- (c) to consider the minimum price at which real estate will be offered for sale or lease...;
- (d) to review negotiations on the performance of a publicly bid contract...;
- (f) to receive and evaluate complaints or charges brought against a public officer or employee...;
- (g) to evaluate the qualifications of an applicant for public employment or to review the performance of a public employee...; or as provided in RCW 42.30.140 (4)(a), to discuss collective bargaining
- (h) to evaluate the qualifications of a candidate for appointment to elective office...;
- (i) to discuss with legal counsel representing the agency matters relating to agency enforcement actions... or... litigation or potential litigation...



CONSENT AGENDA

- a. Minutes of October 18, 2023 Board of Trustees Retreat (Attachment A)

SUGGESTED RESPONSE

The chair reads out the letters of the consent items. Then the chair states: "If there are no objections, these items will be adopted". After pausing for any objections, the chair states, "As there are no objections, these items are adopted."

Whatcom

COMMUNITY COLLEGE

MINUTES

BOARD OF TRUSTEES MEETING
237 W. Kellogg Road, Bellingham
Laidlaw 143
Wednesday, October 18, 2023
2:00 p.m.

- ➔ **CALL TO ORDER** Chair Teresa Taylor officially called the Board of Trustees meeting to order at 2:00 p.m. Present in addition to the chair were trustees Jeff Fairchild, Rebecca Johnson, and Wendy Bohlke, constituting a quorum. Trustee John Pedlow was absent. Others present included President Hiyane-Brown; Nate Langstraat, Vice President for Administrative Services; Steven Thomas, Interim Vice President for Instruction; James Siegel, Vice President for Student Services; Julianna deHaan Rice, Assistant Attorney General; and Rafeeka Kloke, Executive Director for the Office of the President.

Chair Taylor began with a land acknowledgement to recognize and pay respect to the Coast Salish Peoples as traditional stewards of this land and the enduring relationship that exists between Indigenous Peoples and their traditional territories.

ACTION TO ACCEPT AGENDA

- ➔ Trustee Bohlke moved to accept the agenda. It was seconded by Trustee Johnson and the **motion was approved.**
- ➔ Chair Taylor announced that there is a designated time for public comment on the agenda.

INTRODUCTIONS

- ➔ The following new employees were introduced:
- Michele Robinson, Senior Director of NCyTE
 - Dr. Steven Thomas, Interim Vice President for Instruction
 - Deborah DeWees, Interim Executive Director for the Foundation
 - Elizabeth Johnson, Dean for Health Professions and SEM
 - Adam Beals, Interim Dean for Enrollment Management
- ➔ President Kathi invited James Siegel, Vice President for Student Services to introduce the following members of ASWCC Executive Board:
- Alaina Hirsch, President

- Krystan Andreason, Vice President for Campus Advocacy
- Bella Nugyen, Vice President for Operations

CONSENT AGENDA

➔ Consent Agenda

Minutes of August 29-30, 2023 Board of Trustees Retreat and WCC Graduates Spring and Summer 2023.

Chair Taylor stated: "If there are no objections, items in the consent agenda will be adopted." As there was no objection, these items were adopted.

PUBLIC COMMENT

- ### **➔ Chair Taylor called for public comment. There was no public comment.**

STRATEGIC CONVERSATION

➔ Draft 2023-27 WCC Strategic Plan Update

President Kathi shared that there were a number of comments submitted through the strategic planning survey and the listening sessions during Opening Week. The Strategic Planning Core Team will review the comments and a final draft of the Strategic Plan will be presented to the Board at the November meeting for board action.

ACTION ITEM

➔ Proposed Ground Lease with Bellingham Public School – Nate Langstraat, Vice President for Administrative Services

Langstraat shared a PowerPoint presentation with an update on a few changes to the ground lease with Bellingham Public School.

Trustee Fairchild moved to approve the ground lease with Bellingham Public School. It was seconded by Trustee Johnson. The motion was approved.

PRESIDENT'S REPORT

- ### **➔ President Kathi shared that the Donor Appreciation Breakfast was well attended. Donors**

heard from four student scholarship recipients.

- President Kathi asked James Siegel, VP for Student Services, to share an enrollment update. Siegel shared that enrollment is up 6% this fall quarter compared to the last. Running start enrollment was up 17%.
- President Kathi shared Cyberpsychology is an emerging field focusing on the connection between psychology and the human-technology connection. Applying the science of psychology to cybersecurity helps cybersecurity professions to design security with people in mind.
- President Kathi will be participating in a fundraiser event for the Bellingham Music Festival along with presidents from WWU, BTC and Northwest Indian College on October 19, 2023.
- Whatcom Community Foundation is hosting a Community Conversation with US Office of Personnel Management (OPM) and the White House Office of the National Cyber Director (ONCD) on WCC campus on October 23, 2023. The purpose of the event is for Kiran Ahuja, Director of OPM and See Yew Mo, Assistant Director of ONCD to engage students and community leaders in how to best support a diverse and distributed workforce.

REPORT

- **ASWCC** - Alaina Hirsch, President
Hirsch highlighted the Executive board's work with the League of Women voters.

DISCUSSION/ITEMS OF THE BOARD

- **Proposed 2024 Board of Trustees Meeting schedule**
Chair Taylor asked members of the board to review the proposed schedule and provide feedback to Rafeeka Kloke prior to the November board meeting.
- **ACCT Leadership Congress**
Chair Taylor shared that her along with President Kathi, Choi Holiday, and Rodney Lee presented at the ACCT Leadership Congress. The State Board has asked them to present again at the State in Spring.

Chair Taylor congratulated Rafeeka Kloke, Executive Director for the Office of the President for receiving the Pacific Region Professional Board Staff Member Award the conference.

EXECUTIVE SESSION

- At 2:50 p.m. the meeting was adjourned for a closed session of the Board for thirty minutes as provided in RCW 42.31.110, to discuss collective bargaining and a Executive Session

immediately after the closed session... to evaluate the qualifications of an applicant for public employment or to review the performance of a public employee...; and to discuss with legal counsel representing the agency matters relating to litigation or legal risks of a proposed action or current practice the agency has identified when public discussion of the litigation or legal risks is likely to result in an adverse legal or financial consequence to the agency...

Chair Taylor announced that action was not anticipated. Guests included President Kathi Hiyane-Brown, Vice Presidents Nate Langstraat, and Assistant Attorney General Juliana deHaan Rice.

The Executive Session was extended for an additional thirty minutes at 3:20 p.m.

The Executive Session was adjourned at 3:50 p.m. and the Board reconvened into open session at 3:50 p.m.

ADJOURNMENT

- There being no further business, the meeting was adjourned at 3:50 p.m.



Proposed 2023-2028 Strategic Plan

Goal 1: Renew and expand impactful community connections within and beyond the college.

Objectives:

1. Strengthen collaborations with local K-12 educators so that Whatcom is known as the preferred choice for students.
2. Expand and strengthen relationships with industry, education, and community partners.
3. Build a collaborative culture that sets, underscores, and achieves shared mutual goals.
4. Share college and student success stories with internal and external communities.
5. Leverage external resources and partners to support student success and workforce-driven outcomes.

Goal 2: Encourage innovation focused on delivering high value education.

Objectives:

1. Enhance and expand innovative teaching and learning practices that result in a high-return, high-quality education for all students.
2. Increase applied learning opportunities for students.
3. Model leadership in environmental sustainability and its intersection with human, social, and economic impacts.

Goal 3: Sustain a diverse and inclusive campus community to support success and belonging.

Objectives:

1. Strengthen cross-divisional efforts to increase students' sense of belonging, engagement, and development.
2. Expand campus engagement toward creating an Inclusive, Diverse, Equitable, and Accessible (IDEA) culture.
3. Promote deeper understanding and engagement related to IDEA to build broad capacity to lead and support institutional change.
4. Eliminate achievement gaps among students.

Goal 4: Deliver educational experiences that foster improved student success.

Objectives:

- 1) Expand access and invest resources for student recruitment, retention, and completion.
- 2) Design and implement contact-to-completion experience touchpoints that meet the expectations and needs for students in each targeted recruitment area.
- 3) Create a seamless experience for students throughout their academic journey specifically utilizing Guided Pathways framework.
- 4) Engage students inside and outside of the classroom.



Reports to the Board of Trustees November 8, 2023 Meeting

➤ **ASWCC – Alaina Hirsch, President**

- **ASWCC Student Executive Board: (3.1 Ensure all students have access to campus resources that support educational success)**
 - Participated in the Bellingham Mayor and City Council Candidate Forum on October 17th
 - 5 clubs have been chartered with 8 more in progress.

➤ **WCCFT—Tresha Dutton and Barry Maxwell, co-presidents**

Dr. Steven Thomas, interim Vice President for Instruction, held an All-Faculty meeting on Friday Oct 20th. The hybrid meeting was well attended, with the majority of tables in Syre center filled and over 60 people on zoom. Interim Vice President Steven shared his personal journey that has led him to his current role of vice president, some initiatives he plans to focus on for this year and gave out 3 “Stevie” awards to faculty/staff for their recent good work. The meeting had a positive, collaborative tone and attendees asked for more meetings throughout the year.

The executive committee of the union and president’s cabinet participated in another PERC training session, as part of the ULP settlement agreement. At the end of this session, Barry Maxwell and Rafeeka Kloke were identified as point of contacts for the planning of additional facilitated meetings.

Co-presidents Tresha & Barry met with Vice President James Siegel. Vice President James shared the current strategy for interrupting fake student enrollments and ideas for student retention strategies. Time was also spent talking about ways that Instruction and Student Services can partner to support enrollment and retention.

The faculty bargaining team (Erin Graham, Barry Maxwell, Anna Wolff, Seth Greendale, Tran Phung and Ian Stacy) has been meeting weekly in preparation for full-scope bargaining this year. The team solicited bargaining topics from all faculty via a survey. There are 4 Q&A sessions scheduled for faculty to learn more about suggested bargaining topics. A future survey is planned for all faculty to assess the majority opinion on topics and to assist in prioritization planning.

Erin Graham, faculty bargaining chair, and Nate Langstraat, administrative lead negotiator, have had several meetings this fall to collaborate on initial planning for the bargaining process. A schedule for both teams to meet 4 times this fall has been developed. The focus of these meetings will be on introductions, establishing shared norms, discussing logistics, and sharing negotiation topic lists.

➔ **Administrative Services—Nate Langstraat, Vice President**

- **Facilities and Operations** *(4.1 Offer programs, services, and facilities that support college needs and market demands)*
 - Facilities has hired new staff to replace vacancies in Maintenance – Calvin Vaughn, and Custodial – Cruz Meza and Robert Tucker.
- **Conference & Event Services (CES)** *(4.1 Offer programs, services, and facilities that support college needs and market demands)*
 - Agreements have been confirmed for the WA State LGBTQ Commission Meeting, PEBB/SEBB WA State Benefits Fair, The World Wide Dream Builders & Cascade Connections Meetings, Bellingham Warriors Lacrosse, Rangers Soccer & Whatcom Select Soccer.
 - Conference & Event Services will support the following internal events: Día De Los Muertos Celebration, March to Vote, STEM & Healthcare Transfer Fair, and the Redeemer Church Turkey Bowl.
- **Copy, Print & Mail Services** *(4.1 Offer programs, services, and facilities that support college needs and market demands)*
 - The vacant Mail Process Driver position has been filled with Juan Luna-Trevino who comes to us with an extensive background in delivery services.
 - Copy Center revenue from external clients is currently trending 15% higher than last fiscal year at this time.
- **Information Technology** *(4.1 Offer programs, services and facilities that support College needs and market demands)*
 - Staff have been working on employee moves in Orca Central.
 - New backup solutions have been procured and implemented that will improve IT's ability to recover from events like Ransomware. IT is continuing to evaluate our cyber posture and implement needed changes as appropriate and as funding is available.
 - Two technology resources for the Learning Commons are being implemented this quarter:
 - A new reservation system for group study rooms (will allow students to reserve spaces and track usage).
 - A new check-in and tracking system for departments like writing center, media center, testing center, math center, etc. (will provide student usage data).
- **Campus Store** *(4.1 Offer programs, services, and facilities that support college needs and market demands, 3.1 Ensure all students have access to campus resources that support educational success)*
 - The Campus Store continues to work in support of other enterprise areas of the college. Purchasers of coffee and thermal mugs in the Campus Store receive coupons good for coffee drinks and cookies at The Cove. We are increasing cross marketing efforts and developing ways to better coordinate campus services through vending, The Cove, and the Campus Store.
 - In September, fifty Whatcom students took advantage of the Campus Store's Direct Digital course material program. This represents the highest use ever of

this service at the college. This program is different and separate from Whatcom's Inclusive Access program. Fall quarter students using Direct Digital saved over \$30,000 in course material costs versus purchasing used or new copies of their texts.

➤ **Student Services—James Siegel, Vice President**

- **Access and Disabilities Services:** *(3.1 Ensure all students have access to campus resources that support educational success; 3.3 Increase services focused on supporting marginalized student populations to close the equity gap in student outcomes; 4.3 Provide ongoing opportunities for faculty and staff professional growth)*
 - 259 students registered with ADS. This is an increase of 18 students in a 3-week period.
 - Provided training to 12 ASWCC student leaders on accessibility policies, procedures, and document remediation.
 - Collaborated with Tutoring Services and Testing Services to train current tutors to be readers/scribe/proctors for accommodated testing for students with disabilities. This collaboration provides tutors with additional work hours and experience.

- **Athletics and Recreation:** *(3.1 Ensure all students have access to campus resources that support educational success; 4.3 Provide ongoing opportunities for faculty and staff professional growth)*
 - 3618 people utilized the Student Rec Center in October 2023 vs 2442 in October 2022, a 48.2 % increase
 - Collaborated with the LatinX Student Union and the Intercultural Center to host LatinX night at the men's and women's soccer games on 10/11. Over 200 people attended.
 - 10/20 Volleyball Pride Night. Collaborated with the Pride Student Union. Provided pizza and beverages to the first 50 students. Over 150 people attended.
 - WCC volleyball player Lily Hulse was voted North Region Setter of the Week for Week 6 & Week 8.

- **Financial Aid:** *(1.3 Promote student access through quality services and resources)*
 - 44% increase in the number of financial aid files reviewed by the start of this Fall quarter vs. Fall 2022.
 - Fall 2023 first disbursement of financial aid was \$2,224,805 vs \$1,252,458 for Fall 2022.
 - All state and federal reporting has been completed and approved for this year.
 - WCC hosted the Financial Aid Council meeting on October 17th, 2023.

- **Intercultural Services:** *(3.3 Increase services focused on supporting marginalized student populations to close the equity gap in student outcomes; 4.3 Provide ongoing opportunities for faculty and staff professional growth)*

- Partnered with the Equity Project to host a Belonging Forum where faculty and staff exchanged ideas regarding how WCC can better support undocumented students.
 - Partnered with Northwest Youth Services, PeaceHealth, Chuckanut Health Foundation, and the Mount Baker Foundation to host the first annual Healing Centered Engagement Gathering for 100 attendees
 - Co-sponsored the annual Indigenous Peoples Day Celebration at the Lummi Nation for 600 attendees, including 16 students
 - An Intercultural Center Peer Navigator, hosted a Talkin' Stories presentation on the effects of social media on Latinx Youth
 - Pride Union and WCC Athletics partnered to host Pride Night at the Volleyball Game in the SRC
- **K-12 Partnerships** (2.3 Strengthen partnerships with K-12 and higher education institutions; 3.1 Ensure all students have access to campus resources that support educational success; 3.3 Increase services focused on supporting marginalized student populations to close the equity gap in student outcomes; 4.2 Increase college enrollment and secure resources for the continued viability of the College)
 - Running Start FTE was 740 on the 10th day of Fall quarter 2023
 - 130 students received support via book loans, fee assistance, and a Math 99 tuition waiver for income-eligible students. Total cost \$8346.87.
 - Sponsored a WCC Peer Mentor Mixer on October 3rd with 40 student participants.
 - Met with Mt Baker Senior High School counselors and WCC CiHS lead, Signee Lynch, to discuss MBHS interest in hosting WCC College in the High School classes in the 2024-25 school year.
- **Outreach and Admissions** (1.3 Promote student access through quality services and resources; 4.2 Increase college enrollment and secure resources for the continued viability of the College)
 - As of October 25th, we have received 705 applications for Winter 2024 vs 286 applications for winter 2023 at this time last year.
 - Outreach staff engaged with 2819 prospective students between Sept 26 and Oct 25th vs. 1400 students during the same period last year. Engagement events included the North Whatcom County College Fair and visits to 15 high schools in Whatcom, Skagit and Island counties.
- **Records and Registration** (1.3 Promote student access through quality services and resources; 3.4 Revise policies, practices, services, and curricula from an equity-based lens)
 - Winter term registration begins October 26, for students utilizing our Access and Disability Office, as well as Veteran Services.
 - Other current students will be able to register for Winter term beginning on 10/30/2023. Open registration for new and former students begins on 11/2/2023

- **Residence Life:** *(Goal 1.3 Promote student access through quality services and resources, 3.1 Ensure all students have access to campus resources that support educational success, 3.3 Increase services focused on supporting marginalized student populations to close the equity gap in student outcomes,)*
 - Cedar Hall is at 85% occupancy with 195 residents, including 59 international students (30% of residents)
 - All Resident Assistants completed CPR training and Suicide Ideation Response training

- **Student Life and Development** *(Goal 1.3 Promote student access through quality services and resources, 2.1 Increase collaboration and communication to serve collective needs across the College)*
 - 90 people attended the ASWCC Club Fair
 - Weekly Student Blender Events in the Syre Student Center have drawn 30-45 students

- **TRIO Upward Bound** *(Goal 1.1 Improve student success in retention, completion, transfer, and employment; Goal 1.3 Promote student access through quality services and resources)*
 - Currently serving **47** students in this 2023-24 cohort and actively recruiting new students to meet grant target of 60 students by August 2024.
 - Students came from Nooksack Valley High School, Ferndale High School, and Mount Baker High School.
 - Services include weekly 1-On-1 meetings with academic and career coach, monthly college readiness workshops, and campus tours of regional colleges and universities.

- **TRIO & Student Support Services** *(Goal 1.1 Improve student success in retention, completion, transfer, and employment; Goal 1.3 Promote student access through quality services and resources)*
 - Currently serving **147** students in our 2023-24 cohort which exceeded our grant objective of serving 140 students by August 31, 2024.
 - This fall staff conducted TRIO 101, a 9-week workshop series, to help students understand their learning styles and create systems for academic success. Target audience = TRIO students who are new to WCC this fall or who have a cumulative GPA below 2.0.

- **Veteran Services** *(1.1 Increase student achievement in transfer and career preparation, 1.2 Increase academic support for students, 1.3 Increase access for diverse and nontraditional student populations, 4.3 Increase access for underrepresented populations)*
 - Fall 2023
 - 96 military connected students enrolled, 9% increase from fall 2022 (88)
 - Emergency Funds for VA Students

- Veteran Services collaborated with the WCC Foundation and community donors who generously provided financial support for student veterans. The WCC Foundation has developed a new application process for student veterans to apply annually for scholarship opportunities.
 - VA Education Benefits School Responsibilities update
 - Colleges are now 100% responsible for returning any and all VA funds back to VA and are now authorized to transfer debt to the VA beneficiary. Veteran Services is working closely with the Business Office to maintain financial compliance with VA regulations.
 - Colleges must provide new and prospective VA beneficiaries with a “shopping sheet” document that discloses the entire financial cost of a program, including tuition and fees, VA benefits, Financial Aid, loans, books, supplies, and living expenses. Whatcom has been approved to provide the College Financing Plan (CFP). Financial Aid has provided additional guidance and technical support for maintaining this requirement.

➔ **Instruction— Steven Thomas, Interim Vice President**

- **International Programs** (3.5 *Improve recruitment and retention of diverse students, faculty, staff, and administrators; 4.1 Offer programs, services, and facilities that support college needs and market demands; 4.2 Increase college enrollment and secure resources for the continued viability of the College.*)

- Sandra Kimura, Associate Director for International Programs, travelled to Japan from SEP 20 – OCT 6 for international student recruitment. Sandra attended the Education USA Fair in Tokyo, as well as making visits to Whatcom’s university partners in Tokyo, Osaka, and Nagoya. Although the representatives from the partner schools in Japan noted that the strong US dollar is a challenge for studying abroad, they had positive feedback about Whatcom and expected to continue to send students in the year ahead.
- Kelly Kester, Director for International Programs, travelled to Vietnam from OCT 3 – 21 for international student recruitment. Vietnam was the top sending country for new Fall 2023 international students, with about 75% of students coming from Ho Chi Minh City and 25% of students coming from Danang. Kelly met with 12 recruiting agencies in Ho Chi Minh City to conduct promotional presentations for students and their families; meetings and presentations were conducted with three partners in Danang; two meetings were held with new potential recruiting partners in Hanoi.

Recruiting partners in Vietnam were optimistic about the coming year, although there is increasing competition from other destinations (Australia, Canada, and the UK).

- International Programs staff has arranged for (up to 45) international students to attend a university transfer fair at Shoreline Community College on Nov. 6.

Representatives from over 50 universities from across the US will meet with international community college students from around the Puget Sound area.

- **Nursing** *(2.3 Strengthen partnerships with K-12 and higher education institutions; 2.4 Foster learning, service, and leadership opportunities through community partnerships.)*
 - Nursing will participate with the Learning with Leaders program from Futures NW on campus Oct 27. Grace Kolodychuk (Nursing Program Director), Brian Cropp and Maura Baldovinos (Nursing students), as well as industry representatives from PeaceHealth will lead the Nursing sessions.
- **Grant Activities** *(Grant Activities: 1.1 Improve student success in retention, completion, transfer, and employment. 1.4 Provide students with mentors, internships, and career preparation. 2.2 Create teaching and learning communities. 2.3 Strengthen partnerships with K-12 and higher education institutions. 3.1 Ensure all students have access to campus resources that support educational success. 2.6 Engage with business and industry to strengthen regional economic development. 4.1 Offer programs, services, and facilities that support college needs and market demands. 4.3 Provide ongoing opportunities for faculty and staff professional growth.)*
 - **NCyTE (National Cybersecurity Training & Education Center) & CCNC (CAE Candidates National Center)**
 - Attended the National Cybersecurity Education Colloquium hosted at Moraine Valley Community College in Palos Hills, IL – Representatives from the NCyTE and CCNC teams participated in a Centers of Academic Excellence awards ceremony organized by the National Security Agency (NSA), participated in the Executive Leadership Forum with President Kathi Hiyane-Brown, and sponsored a booth. In attendance were thought leaders from across the US including the NSA, Office of the National Cyber Director (ONCD), Department of Defense, Federal Bureau of Investigations, National Initiative for Cybersecurity Education (NICE), Cybersecurity Infrastructure Security Agency (CISA), college and university leaders, and others.
 - Attended the American Indian Science and Engineering Society (AISES) Conference held in Spokane, WA – AISES is a national nonprofit organization focused on substantially increasing the representation of Indigenous peoples of North America and the Pacific Islands in science, technology, engineering, and math (STEM) studies and careers.
 - Co-facilitated a Tribal Community of Practice meeting at AISES with Microsoft and Turtle Mountain Community College (14 participants). The meeting kicks off a series of five subsequent virtual meetings to be held throughout the year. The meetings will focus on funding opportunities, sharing best practices, and increasing collaboration to improve and expand cybersecurity education at tribal colleges.
 - Hosted NCyTE’s October virtual monthly membership meeting, “Student Code of Ethics & Professional Toolkit.” The audience was a mix of students and faculty from throughout the United States. 45 people attended.

- **CCoE (Cybersecurity Center of Excellence of Washington State) & NCyTE**
 - The two centers collaborated with South Puget Sound Community College leadership to host a community event “Accelerating Pathways to Employment for Students in Cybersecurity and Software Development”, which brought over 100 people together including 60+ students, faculty, employers, and local community members. Students heard from a panel of local employers on how to build their resumes and find employment after graduation. The event was held at the Kenneth J. Minnaert Theater on SPSCC’s campus. Representatives from CCoE and NCyTE spoke at the event.
 - The CCoE and NCyTE participated in the Northwest Washington Community Conversation held at Whatcom Community College. Featured speakers were Kiran Ahuja, Director of the Office of Personnel Management (OPM), and Seeyew Mo, Assistant National Cyber Director for Workforce, Education, and Awareness at The White House. The two centers worked jointly to welcome attendees and share information about workshops and events being held across the state and nation that they are leading or involved with.

➤ **Marketing and Communications – Rafeeka Kloke, Executive Director for the Office of the President**

Communications, Marketing and Publications Programs & Campaigns: (3.5 Improve recruitment and retention of diverse students, faculty, staff, and administrators; 4.1 Offer programs, services, and facilities that support college needs and market demands; 4.2 Increase college enrollment and secure resources for the continued viability of the College.)

Social Media Organic Analytics: Top three performing instagrams engagement posts from September 1—October 27, 2023



Lion’s Club Event
 Caption: A big thank you and welcome to one of our newest named scholarship donors, the Bellingham Central Lions Club!
Instagram post reach: 900
Instagram post likes: 98
Instagram post saves: 1



Indigenous Peoples Day:

Caption: It was powerful and inspiring to attend the Indigenous Peoples' Day event at the Lummi Nation Wex'liem Community Building yesterday evening.

Instagram post reach: 699

Instagram post comments: 1

Instagram post likes: 97



Donor Appreciation Breakfast:

Caption: On Wednesday, October 18th, the WCC Foundation hosted their Annual Donor Appreciation Breakfast.

Instagram post reach: 706

Instagram post likes: 75

Instagram post shares: 6

Instagram post saves: 1

Campaigns/Events/Projects/Publications completed or in development - for a variety of events and programs (includes social media, online marketing, print, streaming ads, tv spots, print):

- EDPL Flyer/FIN/Social Media
- Donor Appreciation Breakfast Program/Photos/Assets
- Foundation Winter Social Invitation
- Viewbook
- Advisory Committee Kick Off Program
- Foundation Donation Cards – Anna Harris
- IRA Distribution Brochure
- Winter Quarterly Newsletter
- Running Start Booklet

- Athletics Fall posters
- WASFA Brochure
- “On the Go” Fall poster
- Intercultural Hours Poster, FIN
- Professional Technical Information Sessions
- WCC Career Pathways Document
- Foundation Scholarships Bookmark
- Visual Communications Recruitment Poster, FIN, SM
- NCYTE Poster
- Steps to Financial Aid Flyer/Handout
- Athletics Wall Board Posters
- Fall Music Department signage (posters, social media, Campus Screens)
- Art Department Funky Food and Cardboard Kitchen (social media, Campus Screens)
- Foundation IRA Giving Trifold Brochure
- Running Start High School Poster translated/image updates
- WCC Pocket Folder
- WCC Career Opportunities (social media)
- Nursing Assistant Program Recruitment
- WCC BAS in Social Work Recruitment
- Transfer Fair (Four College Event) (social media)
- Indigenous Peoples’ Day (social media)
- Mental Illness Awareness Week (social media, Campus Screens, Website Banner)
- Learning With Leaders (200 HS students visiting campus)

Video or Photo shoots:

- The Learning Commons Architecture and student photoshoot October 27
- Advisory Committee Kickoff event October 26
- Feedback Fest and Community Leader Conversations: OPM/ONCD event October 23
- Donor Appreciation Breakfast October 18
- Indigenous Peoples Day October 9
- Learning with Leaders October 27

Press Releases/Media Relations – Summary/Highlights of Media Coverage (4.1 Offer programs, services, and facilities that support college needs and market demands; 4.2 Increase college enrollment and secure resources for the continued viability of the College.) (2.5 *Cultivate community awareness and support for the College*; 2.6 *Engage with business and industry to strengthen regional economic development*)

[Feedback Fest at WCC: Help Shape the Future of Federal Jobs](#)

➤ **Foundation 2.5 Cultivate community awareness and support for the College; 3.3 Increase services focused on supporting marginalized student populations to close the equity gap in student outcomes)**

- **Fundraising**

- **Fiscal year-to-date:** \$57,717 in donations received and \$150,550 pledged including;
 - \$25,000 gift for Student Emergency Funds from a first-time donor
 - \$136,120 raised toward the Scholarship Campaign, including:
 - \$25,000 from a new donor to support General Scholarships
 - \$5,000 gift from a lapsed donor for General Scholarships
 - \$3,000 for the Rotary Club of Bellingham Scholarship
- **Events**
 - **Donor Appreciation Breakfast**
 - On October 18th the Donor Appreciation Breakfast to appreciate donors and share the impact of their contributions on student success. The event was well-attended with a total of 100 attendees. The program featured remarks by WCC Foundation Co-Chair Cheryl Thornton and Board Member Tim Douglas as well as President Kathi Hayne-Brown; and four student scholarship recipients.
 - Numerous WCC staff were involved in an extremely successful cultivation event. Several attendees have made four-figure gifts to the scholarship campaign and one a five-figure gift.
 - **Rotary Club of Bellingham**
 - On October 23rd, Deborah DeWees met with the Rotary Club of Bellingham to speak on the WCC Foundation Scholarship program and make a case for support. The club presented Deborah with a generous gift of \$3,000 from the Club to the WCC Foundation a \$3,000 student scholarship.



PROPOSED

**2024 Meeting Schedule of
The Board of Trustees**

Second Wednesday of the Month (per WAC 132U-104)
2:00 p.m. (unless otherwise noted with an *)

Whatcom Community College
Laidlaw Building (LDC 143), 237 W Kellogg Road
Bellingham, WA 98226

Wednesday, January 10

Wednesday, February 14

Wednesday, March 13

Wednesday, April 10

Wednesday, May 8

Wednesday, June 12

Tuesday and Wednesday, August 27-28* (Board Retreat)

Wednesday, October 9

Wednesday, November 13

Wednesday, December 11