

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**

**February 14, 2024
Regular Board Meeting**

- I. Call to Order & Approval of Agenda, and Notice of Public Comment Time
- II. Consent Agenda Tab 1
 - a. Minutes of December 13, 2023 Board of Trustees Meeting (Attachment A)
 - b. WCC Fall 2023 Graduates (Attachment B)
- III. Public Comment
 - [Protocols for Public Comment](#)
- IV. Strategic Conversation
 - Use of student Success Data to Close Equity Gaps – Anne Marie Karlberg, Director for Assessment & Institutional Research; Peter Horne, Senior Research Analyst; Paul Frazey, Chemistry Faculty
- V. Report from the President
- VI. Reports Tab 2
 - 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
- VII. Discussion/Items of the Board
 - Mid-year board retreat – February 7, 2024
- VIII. 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
- IX. Adjournment



CONSENT AGENDA

- a. Minutes of December 13, 2023 Board of Trustees Retreat (Attachment A)
- b. Fall 2023 Graduates (Attachment B)

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."

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COMMUNITY COLLEGE

MINUTES

BOARD OF TRUSTEES MEETING
237 W. Kellogg Road, Bellingham
Laidlaw 143
Wednesday, December 13, 2023
2:00 p.m.

- ➔ **CALL TO ORDER** Chair Teresa Taylor officially called the Board of Trustees meeting to order at 2:04 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; 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 Fairchild moved to accept the agenda. It was seconded by Trustee Bohlke and the motion was approved.
- ➔ Chair Taylor announced that there is a designated time for public comment on the agenda.

INTRODUCTIONS

- ➔ The following employees were acknowledged for their services in our community:

Kelly Bashaw, Associate Director for Workforce Funding, has been serving on the school board of Bellingham School District for 16 years and was board chair twice during her tenure.

Sophia Shang, Senior Professor, received the First Friend Award at the Whatcom Literacy Council Breakfast in November. This award is given to volunteer, supporter, or community partner who has made significant contribution to literacy in Whatcom County. Shang works closely with the Whatcom Literacy Council to identify and place volunteers in her classes. She continues to enhance the college's connections with the greater community.

Lucas Ward, Accountant, volunteers his time with Coffee and Sandwich Together (a partnership with Interfaith Coalition) that provides basic food items and hygiene products to community members in need. He transports and distribute supplies at their distribution site. In addition, he volunteers his time with the Road 2Home Winter Shelter which provide shelter for community members experiencing homelessness from December to February.

CONSENT AGENDA

➤ Consent Agenda

Minutes of November 8, 2023 Board of Trustees Meeting.

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

PUBLIC COMMENT

➤ Chair Taylor called for public comment. There was no public comment.

STRATEGIC CONVERSATION

➤ **International Programs update – Kelly Kester, Director for International Programs**

Steven Thomas, Vice President for Instruction, introduced Kelly Kester, Director for International Programs. Kester shared a PowerPoint presentation with an overview of current initiatives and future plans for International Programs.

Highlights included:

- Introduction of the International Programs team: Karrie Keenan, Program Specialist; Beth Robinson, Associate Director for International Advising; Sandra Kimura, Associate Director for Marketing and Recruitment; Ulli Schraml, Associate Director for New Student Support and Internationalization
- One-plus one plus two model – online classes for the first year at home country and in-person classes for the second year on WCC campus. The model has proven to be well received by international students. There are plans to explore partnerships with new schools around the world
- Greater competition among colleges post Covid
- Most of our international students comes from Asia
- International student alum achievements

ACTION ITEM

➤ **Proposed amendment to Policy 521 – Tuition Waiver**

Trustee Johnson moved to approve the proposed amendment to Policy 521. It was seconded by Trustee Bohlke. The motion was approved.

PRESIDENT'S REPORT

- President Kathi shared plans to introduce new faculty at upcoming board meetings. In addition, the College will begin recruitment on several faculty positions.
- On November 30, 2023, Lana Frazier, one of the longest serving employee at WCC passed away. Frazier had been at the College for over 40 years supporting and guiding instructional needs through her role in curriculum and scheduling. She was a great colleague and friend to many. President Kathi thanked Cynthia Hoskins and Karrie Keenan for the support they provided to Frazier's family during a very difficult time.
- Senator Sharon Shewmake visited WCC campus and met student leaders to learn about their needs and shared her legislative priorities.
- US Representative Rick Larsen met with trustees Wendy Bohlke and Jeff Fairchild and staff to learn about WCC's new BAS in Social Work program. He also toured the Phyllis and Charles Self Learning Commons.
- The State Board of Community and Technical Colleges went through a recent reorganization. Choi Halliday will be leading the ctclink project.
- President Kathi asked Adam Beals, Acting Dean for Enrollment Management, to provide an enrollment update for winter quarter.

FTE data 67% into the registration period:

Winter 2024 FTEs - 2248

Winter 2023 FTEs - 2186

% change from Winter 2023 - 3%

Application data

Winter 2024 - 961 applications that have been deemed non-fraudulent

Winter 2023 - 952 total applications

% change from Winter 2023 - <1%

An additional 418 Winter 2024 applications have been marked as potentially fraudulent.

DISCUSSION/ITEMS OF THE BOARD

➤ **ACCT National Legislative Summit – February 4-7, 2024**

Due to scheduling conflicts and costs, the board made the decision not to attend this summit.

➤ **Proposed mid-year board retreat – February 7, 2024**

Trustee Bohlke moved to approve adding a mid-year board retreat on February 7, 2024. It was seconded by Trustee Fairchild. The motion was approved.

EXECUTIVE SESSION

- At 3:10 p.m. the meeting was adjourned for a closed session of the Board for forty 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 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.

Whatcom Community College

Fall 2023 Graduates

Bachelor of Applied Sciences Degrees

Applied Business Management

Jody Lee **

It-Cybersecurity

Joseph Lloyd **

Associate Degrees

Associate in Arts and Sciences Degree

Violet Grace Alongi Mathison

Ainsley Bagwell

Lewis Barbe

Rodrigo Bonilla

Gina Marie Bosman

Josephine Bowyer

Griffin R. Brethauer *

Torrie A. Brewer

Nyal E. Cantrell *

Caleb F. Carroll

Rebecca Ann Clarke *

Diego E. Corona

Jake Coto

Samantha E. Davis

Akkiah Saige Davison-Floyd

Michael Christian Dewaputra *

Alena Dodge

Ripley Lovelace Dumo

Shelby Edythe Fisher

Joel Fletcher *

Miranda Clarice Gehrcke *

Gabriel Pedro Gonzalez

Izetria B. Grace-Lind *

Velvet Chrissy Sky Greenleaf

Jessica L. Head

James T. Henry *

Jackeline Irene Hernandez

Willow N. Hughes

Tsaqif Isa *

Wendy M. Isakson *

Hailey F. Johanesen

Pisit Juengmaksup

Balpreet Kaur *

Matthew M. Landis

Samara Rose Lebitz-Braden *

Gian Gabriel Lopez *

Natosha M. Lytell *

Grace Macdonald *

Adrastea A. Majchrowicz *

Kelsey Elizabeth McFall *

Olivia McKenzie

Sophia F. McMurray

Luz Morales-Sanchez *

Courtney Alyssa Moser

Emily J. Newcomer

Clara Irene Norman *

Reilly Oliver Olmsted

Ariana Marylee Oreiro *

Lisa N. Partlow *

Tyler Pippard *

Zulema Ramirez *

Ryan Rathbun

Cassandra Roberts *

Andrea DeMay Shafer

Madisyn Robin Sickafoose *

Scot C. Simpson

Note: * indicates student who graduated with honors, ** BAS students with Cum Laude
FERPA block student are not listed.

Oliver Jeh Spain *
Kayla Marie St Amand *
Jesse Jon Stoddard
Lachlan Guzman Talento *
Maeva G. Thompson
Cheuk-Wing Tin

Miles R. Vander-Vennet
Jocelyn Pauline Wagner
Gracia C. Winata
Lumeng Yang *
Zizhao Yang *

Associate in Business Degree

Rajvir Kaur Deol *
Schuyler J. Heldoorn
Ningyang Huang
Bradley Clint Johnson *
Dolman F. Mejia II

Jeremy A. Simon *
Mathieu Arseneault Soroka *
Shawna Leigh Wianecki-Paoli *

Associate in Applied Science Transfer Degree - Cybersecurity

Phillip D. Hammond
Evan J. Hawley
Nea Helgeson *
Farshid Miri *
Zachary Tanner Rode Snell *
Chris A. Thompson *

Associate in Science Transfer Degree-Biology

Dyna A. Lagbao

Associate in Science Transfer Degree - Chemistry

Raymond P. Brock

Associate in Science - Transfer Degree-General Engineering

Devin Stimach

Associate in Liberal Studies Degree

Savannah Vivienne Cutbill
Akkiah Saige Davison-Floyd
Zulema Ramirez *

Note: * indicates student who graduated with honors, ** BAS students with Cum Laude
FERPA block student are not listed.

Associate of Applied Science Degree-Accounting

Alex Grubic

Associate of Applied Science Degree - Criminal Justice Computer Forensics

Dylan M. Wesel

Associate of Applied Science Degree-Computer Information System

Dylan Randall Cox

Tyler A. Grimm

Associate of Applied Science Degree-Finance

Joshua A. Greidanus

Associate of Applied Science Degree - Hospitality and Tourism Business Management

Brandon RC Sosa

Associate of Applied Science Degree-Medical Assisting

Marisol Isabella Gonzales-Riggs *

Jennifer Mendoza Solis

Angela Rose Peterson *

Associate of Applied Science Degree-Paralegal Studies

Meichielle T. Smith-Bearden

Associate of Applied Science Degree - Physical Therapist Assistant

Juliet C. Aspery *

Emma C. Bocci *

Jacqueline L. Breakey *

Somit Allen Chhim *

Abigail R. Cochenour *

Brianna Lynne Downs *

Megan Friend *

Riley A. Gunderson

Anthony Hinze *

Allison Hodge *

Jamie M. Kovach *

Gina R. Polly *

Jamie Michie Topper *

Kel Rae Willis *

Note: * indicates student who graduated with honors, ** BAS students with Cum Laude
FERPA block student are not listed.

Associate of Applied Science Degree – Software Development

Ryan High *

Associate of Technical Arts Degree – Substance Use Disorder Professional

Jenna C. Ruud

Certificates

Hannah Elizabeth Bennett
Torrie A. Brewer
Dayanara Heaton
Lora Lee Janke
Hilary H. Prunty
Michelle Andrea Villalobos

High School Diploma

Nyal E. Cantrell
Rebecca Ann Clarke
Michael Christian Dewaputra
Evan J. Hawley
Henry Knight
Samara Rose Lebitz-Braden
Angelica Susana Mendoza
Breaonna Allyssia Romaine
Monique N. Segers

Amanda Michele Shepherd
Jacob Ryan Snyder
Marvell Timothy Suhali
Maeva G. Thompson
Cheuk-Wing Tin
Andrea N. Wren
Lumeng Yang
Zizhao Yang

Past Term Graduate Receiving Diploma in Fall 2023

Associate level

Nathaniel Balauro
Shelby Lund
Michael Faircloth *
Kelly Fee *
Joshua Norton
Andrew Jiles *
Grace Naughton *
Sienna Benjamin *
Cherilynn Kohler *
Charles Ryan *

Fredy Perez-Solis
Alexandra Payne *
Jasdeep Singh
Sophia Weatherby
Delara Ghanbari
Kate Simon
Genesis Vazquez
German Navarrete
Joseph Lloyd *
Benjamin Winarske

Certificate

Morgan Mills
Matthew Schaeffer

High School Diploma

Isa Tsaqif
Gracia Winata

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Reports to the Board of Trustees January 10, 2024 Meeting

➤ ASWCC – Alaina Hirsch, President

- **Civic Engagement and Advocacy**
 - The ASWCC Executive Board has recruited two new Senators and is continuing the hiring process for all available positions.
 - Executive Board Representatives met with Senator Sharon Shewmake to discuss legislative interests relevant to students. Topics included:
 - a. Housing Affordability and Accessibility
 - b. Regulation in Housing Sector
 - c. Need Versus Provision in Financial Aid Awards
 - d. Working Connections Program (i.e. Child care affordability and student-parent success)
 - Executive Board Representatives met with the Regional Director for Senator Patty Murray to discuss legislative issues that affect students on a federal level. Topics included:
 - a. Federal Financial Aid Awards (i.e. Age requirements, need versus provision)
 - b. Federal Funding Avenues for Community Pilot Projects
 - c. Communication with Federal Agencies through Congressional Offices
 - The Executive Board continues to recruit for open positions and looks forward to participating in Winter Quarter Welcome Week Activities.

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

Faculty have been away on winter break in December, thus nothing to report to the Board. We are looking forward to a great 2024 with our students and colleagues.

➤ Administrative Services—Nate Langstraat, Vice President

The services provided through the Administrative Services division directly and indirectly support the four goal areas of the strategic plan.

- Bellingham School District hosted the kick-off meeting for the Community Transitions educational specifications design advisory committee. Three WCC representatives serve on the committee, which initially met on Monday, December 11. The 29-person team will meet again on Monday, January 8 to walk through the existing Community Transitions site. Schematic design is expected to conclude in June 2024.

- Campus-wide messaging was shared regarding the increase in minimum wage to \$16.28 effective January 1, 2024. Also communicated was the City of Bellingham vote to enact an ordinance to set the local minimum wage higher than the State minimum wage. Under this ordinance, effective May 1, 2024, the City of Bellingham minimum wage will be \$1/hour above the state minimum wage. Then, effective May 1, 2025 (and each year thereafter), the City of Bellingham minimum wage will be \$2/hour above the state minimum wage. No additional funding is received to meet these minimum wage obligations.
- Conference and Event Services confirmed agreements for WCLS-Writing Seminar, WSU Pesticide Training, WWU Woodring College Tabling, & Rangers Soccer. The department will also support the following internal events: Bellingham Schools Levy Committee meetings (co-sponsorship), ASWCC Winter Welcome Back, ASWCC Mario Kart Races, ASWCC Clothing Swap, ASWCC Club Fair and the All-Faculty Instruction Meeting.
- The Campus Store’s holiday sale resulted in a 75% increase in sales of WCC insignia merchandise versus the same period last year. Over the two-week sale, 120 individual sportswear items were sold to WCC staff and students. Popular items included WCC t-shirts, new women’s jackets, caps, and WCC hooded sweatshirts.

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

- **Student Life and Development:** (4.4 Engage students inside and outside of the classroom; 3.1 Strengthen cross-divisional efforts to increase students’ sense of belonging, engagement, and development; 3.2 Expand campus engagement toward creating an inclusive, diverse, equitable, and accessible culture.)
 - The Student Life Engagement Team has been working on increasing visibility of campus activities on social media and campus bulletin boards. During December, the team added Club and Union specific bulletin boards.
- **Financial Aid:** (1.3 Promote student access through quality services and resources)
 - \$943,817 in PELL grant funding was disbursed in the first week of winter quarter, marking a continued improvement in timely awarding for our students.
 - Partnered with Futures Northwest, a community organization that assists with FAFSA education, to support FAFSA completion during the December Express Enrollment event.
 - The new, simplified 2024-25 Free Application for Federal Student Aid is up and running.

- **K-12 Partnerships:** (1.1 Strengthen collaborations with local K-12 educators so that Whatcom is known as the preferred choice for students. 3.4 | Eliminate achievement gaps among students. 4.1 Expand access and invest resources for student recruitment, retention, and completion. 4.2 Design and implement contact-to-completion experience touchpoints that meet the expectations and needs for students in each targeted recruitment area.)
 - Winter 2024 Running Start FTE = 700 vs 554 Running Start FTE for Winter 2023, an increase of 26%

- **Orca Central Operations:** (1.3 Build a collaborative culture that sets, underscores, and achieves shared mutual goals; 4.1 Expand access and invest resources for student recruitment, retention, and completion; 4.3 Create a seamless experience for students throughout their academic journey specifically utilizing Guided Pathways framework)
 - Contacted and supported 237 students who were dropped for non-payment on 12/18. 185 of these students have since re-enrolled.
 - Approximately 750 students served in person at Orca Central in December 2023 compared to about 630 students served in person in December 2022. Services include support for financial aid, advising, registration, admissions, transitional learning, and general questions.
 - Hosted an Express Enrollment event, designed to get students through the enrollment process in one day, on 12/14. As of 12/29, 28 out of 35 attendees have enrolled in at least one class.

- **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).
 - Collaborating with IT on a new initiative to digitize transfer students' transcripts from previous institutions. This will allow WCC Advisors to access the transcripts when advising students on course selection and more efficiently advise students.
 - Planning for the 2024 Commencement Ceremony on June 14th has begun. Staff are contacting students who have more than 50 credits to encourage them to meet with an advisor and to apply for graduation.

- **Intercultural Center (3.2** Expand campus engagement toward creating an inclusive, diverse, equitable, and accessible culture; **4.4** Engage students inside and outside of the classroom.)
 - On December 6, the Simpson Intercultural Center hosted a Talkin' Stories event titled: How Stories Heal. This Talkin' Stories was led by Zulema Ramirez, a WCC student, writer and scholar. Zulema shared an inspiring personal story of resilience and strength in hopes of inspiring others to write and share their own stories as a form of healing.

- On December 8, the Simpson Intercultural Center hosted an end of the quarter potluck for the three newly established student unions: Black Student Union, Latinx Student Union, and Pride Student Union.
 - Starting December 12 through the end of Winter break, the Simpson Intercultural Center provided food pantry services to supplement the Orca Food Pantry. Most of the open hours were during times the Orca Food Pantry was not open, increasing access to food for students in need.

- **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)
 - Hosted High School Counselors breakfast on WCC's campus with attendees from all of our area High Schools to promote program offerings at WCC. Highlighted WCC's innovative engineering cohort model and Bachelors' programs.

- **Athletics and Recreation:** (3.2 Expand campus engagement toward creating an inclusive, diverse, equitable, and accessible culture; 4.4 Engage students inside and outside of the classroom)
 - SRC December facility usage was up overall compared to last year. December 2022: 1131 people accessed; December 2023: 1446 people accessed.
 - Men's Basketball current record is 9-5. Currently ranked 10th in NWAC.
 - Men's Basketball hosted two home Orca Classic Tournaments that included Wenatchee Valley, Centralia, and Green River Colleges (12/1-12/2).
 - Women's Basketball is currently 3-7.
 - A new collaboration with International Programs to recruit international students occurred from December 5th to the 8th in Frankfurt, Germany December 5th-8th. Currently in the recruiting process with 15 prospective men's and women's soccer players.
 - Rob Pedicone became NWAC Athletic Conference DEI North Region Administrator Representative. (Goals: 3.2, 3.3, 3.4)
 - Men's Soccer Student Athlete, Niko Vasileiou was nominated to the NWAC Athletic Conference DEI Committee as a student representative and had profile featured on December 7th.
 - The Men's Basketball team visited local Boys and Girls Club on December 13th. Partnership has been established.
 - Successful Team Average GPA's for all teams
 - Volleyball 3.57
 - Men's Basketball 3.40
 - Women's Basketball 3.24
 - Men's Soccer 3.22
 - Women's Soccer 2.93

- **Residence Life and Community Standards:** (3.2 Expand campus engagement toward creating an inclusive, diverse, equitable, and accessible culture; 4.4 Engage students inside and outside of the classroom.)
 - 174 residents - Occupancy: 76%
- **TRIO Student Support Services (SSS):** *(Goal 1.1 Improve student success in retention, completion, transfer, and employment; Goal 1.3 Promote student access through quality services and resources).*
 - TRIO SSS has served 151 students in the 2023-24 cohort and have met the grant objective of serving 140 students by August 31, 2024.
 - TRIO Upward Bound:
 - Currently serving **52** students from Nooksack, Ferndale, and Mt Baker high schools in the 2023-24 cohort and are on track to meeting the grant objective of serving 60 students by August 31, 2024.
 - End-of-the-year wrap-up celebration created an opportunity for new Upward Bound students to meet and make connections with older Upward Bound students.

Access and Disability Services (4.1 Expand access and invest resources for student recruitment, retention, and completion.)

- ADS ended Fall Quarter with 278 students registered with and receiving services. This is an increase of 40 students compared to Fall 2022.
- Co-presented with BTC Disability Services to 6 Ferndale High School counselors and special education counselors on high school to college transition for students with disabilities.

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

- **National Cybersecurity Center Grant Activities** *(1.1 Strengthen collaborations with local K-12 educators so that Whatcom is known as the preferred choice for students; 1.2 Expand and strengthen relationships with industry, education, and community partners; 1.3 Build a collaborative culture that sets, underscores, and achieves shared mutual goals; 1.4 Share college and student success stories with internal and external communities; 1.5 Leverage external resources and partners to support student success and workforce-driven outcomes; 2.1 Enhance and expand innovative teaching and learning practices that result in a high-return, high-quality education for all students; 2.2 Increase applied learning opportunities for students; 2.3 Model leadership in environmental sustainability and its intersection with human, social, and economic impacts; 4.1 Expand access and invest resources for student recruitment, retention, and*

completion; 4.2 Design and implement contact-to-completion experience touchpoints that meet the expectations and needs for students in each targeted recruitment area; 4.3 Create a seamless experience for students throughout their academic journey specifically utilizing Guided Pathways framework; 4.4 Engage students inside and outside of the classroom.)

The National Cybersecurity Center Grant Activities map to all activities in WCC Mission & Strategic Plan Goals 1, 2 & 4. They also map directly to the [National Cybersecurity Strategy](#) and [National Cybersecurity Workforce and Education Strategy](#).

- **National Cybersecurity Training and Education Center (NCyTE)**
 - National Cybersecurity Centers and NCyTE Senior Director Michele Robinson traveled to the United Kingdom and met with cybersecurity education and industry leaders in support of National Cybersecurity and National Cybersecurity Workforce and Education strategies, and as part of NCyTE’s grant Goal 3, Objective 2, Activity 2.1, Conduct outreach to expand industry connections in the Eastern US and internationally. NCyTE’s Leadership Team assembled a diverse academic visiting delegation and the delegation met with individuals representing thirty-two distinct academic institutions/cyber workforce focused organizations. Nearly half of these also represented a larger contingent of cyber workforce focused organizations. The visit with academic peers in the UK yielded identification and exchange of best practices, establishment of relationships, and an exploration of how continued work together exercising global leadership in finding effective ways forward.
 - CAE Candidate National Center (CCNC) Director and NCyTE team member Stephen Troupe attended the National Initiative for Cybersecurity Education (NICE) K-12 conference in Phoenix, AZ to promote awareness of NCyTE’s cybersecurity education resources available to faculty and students. The mission of the National Initiative for Cybersecurity Education (NICE) is to energize, promote, and coordinate a robust community working together to advance an integrated ecosystem of cybersecurity education, training, and workforce development. The K-12 conference brings together hundreds of participants to promote careers, pathways, workforce development and NICE framework, talent management, and research.
 - **CAE Candidate National Center (CCNC)**
 - National Cybersecurity Centers and NCyTE Senior Director Michele Robinson and CAE Candidate National Center (CCNC) Director Stephen Troupe met with the National Security Agency, CAE Candidate Program Office about the 2024 Program event schedule and the implementation strategy for recent program changes.
- **Washington State Cybersecurity Center of Excellence Activities** *(1.2 Expand and strengthen relationships with industry, education, and community partners. 1.5 Leverage external resources and partners to support student success and workforce-driven outcomes.)*
 - CCoE director Brent Lundstrom was the keynote speaker at the North Central Washington (NCW) Tech Alliance meeting in Wenatchee, WA. The event brings together cybersecurity professionals to discuss local challenges and solutions.

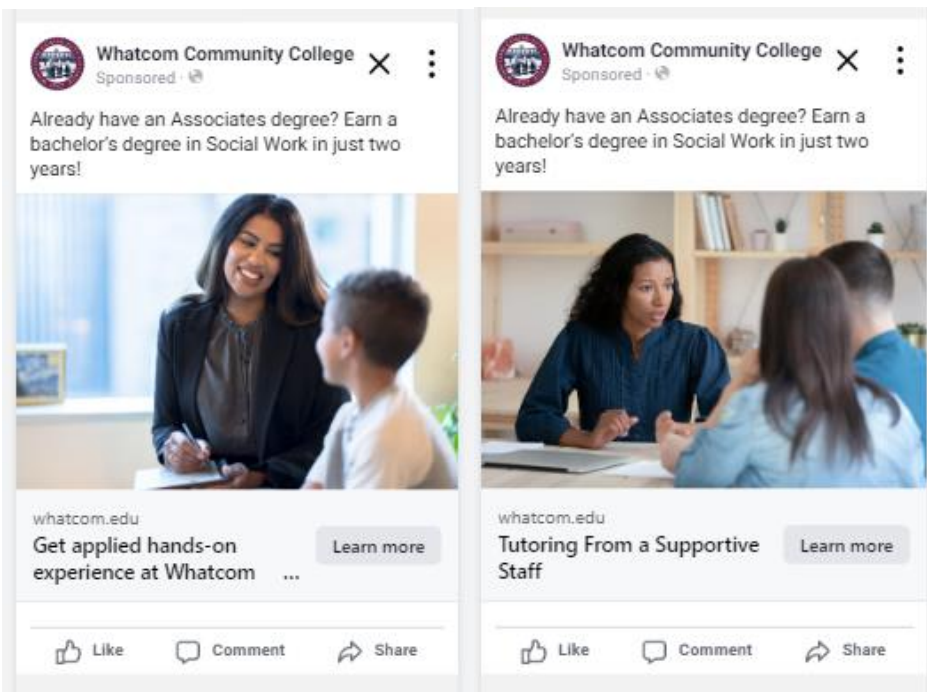
- **Workforce Education** (1.2 Expand and strengthen relationships with industry, education, and community partners. 1.5 Leverage external resources and partners to support student success and workforce-driven outcomes.)

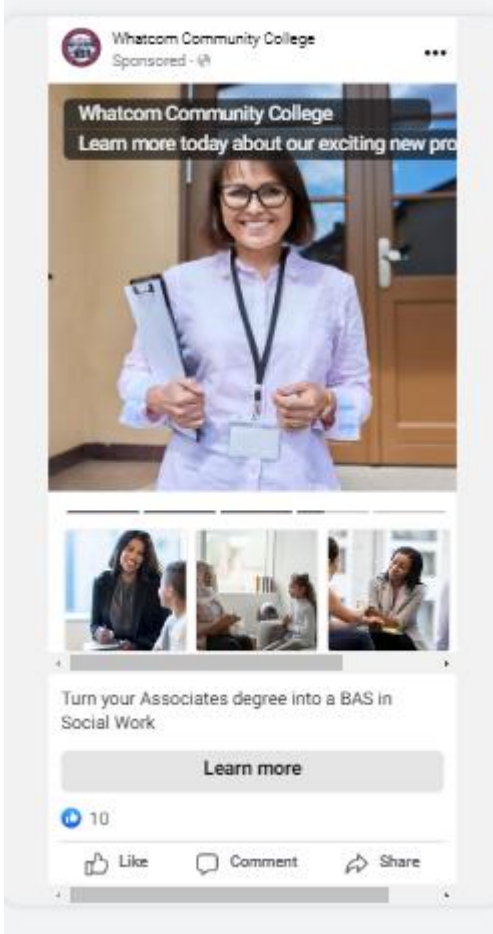
- The Computer Information Systems (CIS) program received a Career Launch Endorsement from the State Board for Community and Technical Colleges. This endorsement certifies that this career-oriented program meets specific, rigorous requirements that ensure students complete with strong academic knowledge and workplace-ready skills. These programs combine meaningful, high quality, on-the-job experience with classroom learning. Thank you to Dean Matt Green, Trish Newbold and Alison Scherer for submitting the application.

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

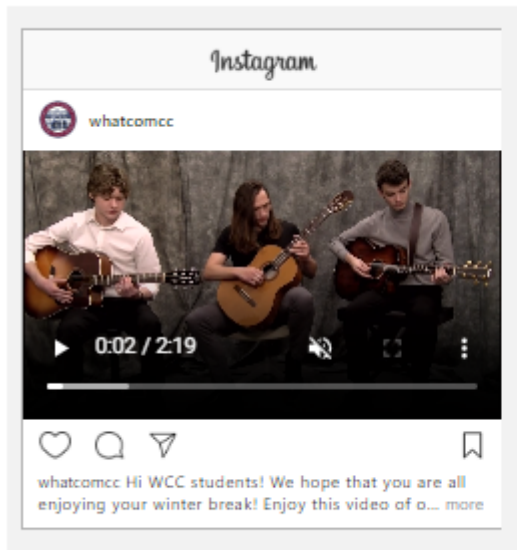
Communications, Marketing and Publications Programs & Campaigns: 1.4 | Share college and student success stories with internal and external communities. 3.1 | Strengthen cross-divisional efforts to increase students’ sense of belonging, engagement, and development. 3.2 | Expand campus engagement toward creating an inclusive, diverse, equitable, and accessible culture. 3.3 | Promote deeper understanding and engagement related to IDEA (Inclusion, Diversity, Equity, and Accessibility) to build broad capacity to lead and support institutional change. 4.1 | Expand access and invest resources for student recruitment, retention, and completion. 4.4 | Engage students inside and outside of the classroom.

Social Media Paid Promotion: Bachelor of Applied Science, Social Work: Ongoing Campaign example (multiple designs for A/B testing for images, headlines, and sub-headlines):





Social Media Organic Analytics: Top three performing Social Media engagement posts from December 1-December 31, 2023



Student Guitar Trio

Instagram Post Reach: 876

Instagram Post Impressions: 999

Plays: 1.7k

Likes: 68

Caption: Hi WCC students! We hope that you are all enjoying your winter break! Enjoy this video of our students from the WCC Chamber Music Ensemble playing guitar in fall quarter. The students featured in the video, from left to right, are Jack Shaughnessy, Bryce Hamm, and David Loudon.

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

- **January information sessions social media and campus screens:**
 - Physical Therapist Assistant
 - Visual Communications
 - Massage Therapist
 - Medical Assistant
 - Substance Use Disorder Professional
 - Social Work: Zoom & In Person
 - Nursing Program
 - Outreach & Admissions: Open House Information Session: Flyer, 5 Foam Core Boards
- **Program Promotions:**
 - Medical Assisting program
 - Criminal Justice Marketing – Flyer/FIN
 - Instruction: Guys & Guts and Digital Download: Translated: Spanish postcards
- **Campus Services/Resource promotions:**
 - WCC Campus Store Sale
 - Combined Fund Drive Holiday Cookie Flyer & Thank You Flyer
 - Whatcom Career Connect web page navigation and social media
- **Counseling Services:** Calm Strips (tactile giveaway)
- **Student Services:**
 - Outreach: Time Flash Cards, Event Speakers
 - Express Enrollment
 - Running Start: High School Counselor Posters: Russian, Ukrainian, Hindi, Punjabi

- **Campus Messaging:** social media and website banners
 - Winter Quarter Starts January 3
 - WCC Emergency Building Closure
 - Inclement Weather Closure
 - Intercultural Center/Food Pantry Hours Homepage Banner
- **Alcohol & Drug Awareness Week: Jan. 22-26**
 - flyer: social media,
 - campus screens
 - web page banner
 - sandwich board
- **Foundation:**
 - PPT Template
 - 2024-2025 scholarship signage
- COB Playbook online and print publication Winter 2024
- **Video or Photo shoots:**
 - City of Bellingham Comprehensive Plan Listening Session - December 5
 - Music Ensemble Winter Rehearsal- December 5
 - Whatcom Community College annual Holiday Cookie Celebration & Fundraiser – December 6
 - Washington State Senator Sharon Shewmake and ASWCC leaders photo op– December 7
 - Annual High School Counselors Breakfast – December 8

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*)

[WCC International Alumni Are Recognized for Their Contributions](#) – December 8

➔ **Foundation**

1.2 Expand and strengthen relationships with industry, education, and community partners.
1.4 Share college and student success stories with internal and external communities. 1.5 leverage external resources and partners to support student success and workforce driven outcomes.

- **Fundraising**
 - **Fiscal year-to-date:** \$361,366 has been raised: \$210,866 has been received and \$150,500 pledged including:
 - \$267,090 has been raised toward the FY '23-'24 Scholarship Campaign*, including:
 - \$50,000 to support General Scholarships and Health Sciences
 - \$25,000 gift to establish a new scholarship endowment

- Multiple \$1,000 gifts from new and lapsed donors for scholarships
- The Annual Fall Fundraising Appeal launched on November 6th with direct mail and email solicitation pieces being sent to 1800 lapsed and current donors.
 - To date \$203,810 in gifts and pledges have been received.
- **Special Focus Fall Appeal Campaigns**
 - Anna Harris Fall Appeal Campaign to raise \$10,000 to increase the Anna Harris Endowment. It included direct mail and email solicitation pieces being sent to former and prospective donors. \$3,450 has been raised to date.
 - The Carmichael Clark Holiday Appeal was sent to more than 400 clients and friends of the firm inviting them to make a gift to WCC Foundation scholarships and the firm will match their gift. \$850.00 from nine donors has been raised to date.

*Includes Fall Appeal gifts designated for scholarships