



BOARD OF TRUSTEES
Meeting Agenda
Wednesday, May 9, 2012, 12:30 pm
Laidlaw Center Boardroom, #143
237 W. Kellogg Road
Bellingham, WA 98226

MEMBERS:

- **Steve Adelstein**
Chair
- **Barbara Rofkar**
Vice Chair
- **Sue Cole**
- **Chuck Robinson**
- **Tim Douglas**

- I. Call to Order – 12:30 pm – Lunch
- II. Work Session – 1:00 pm – 2:00 pm
 - **Strategic Planning, “Next Round”** – Dr. Ron Leatherbarrow and Dr. Anne Marie Karlberg (*in support of all of the goals of the Strategic Plan*)
 - **The State Allocation and Budget Development Update** – Nate Langstraat (*Goal 5: Strengthen the College’s ability to deliver its mission*)
- III. Call to Order – General Board Meeting, Approval of Agenda, and Notice of Public Comment Time – 2:15 pm
- IV. Consent Agenda (Calendar)
 - a. Minutes of April 18, 2012 Board of Trustees Meeting (Attachment A)
- V. Report from the President
- VI. Reports
 - ASWCC – Laura Hansen, President
 - WCCFT – Wayne Erickson/Kim Reeves, Co-Presidents
 - WFSE – John O’Neill, Representative
 - Administrative Services – Interim Vice President Nate Langstraat
 - Educational Services – Vice President Trish Onion
 - Instruction – Vice President Ron Leatherbarrow
 - Advancement/Foundation – Anne Bowen, Executive Director
- VII. Discussion / Items of the Board
 - ACCT and TACTC
- VIII. Public Comment
- IX. Executive Session*
 - (b) to consider the selection of a site or the acquisition of real estate by lease or purchase...;
- X. Adjournment

Reasonable accommodations will be made for persons with disabilities if requests are made at least seven days in advance. Efforts will be made to accommodate late requests. Please contact the President’s Office at 360.383.3330 (or TDD at 360.647.3279)

**NEXT MONTH’S
MEETING REMINDER**
**Wednesday,
June 12, 2012
2 p.m.**

***The Board of Trustees may adjourn to a closed 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...
- Action from the Executive Session may be taken, if necessary, as a result of items discussed in Executive Session.**



CONSENT AGENDA

- a. Minutes of April 18, 2012 meeting of the Board of Trustees (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.”

**MINUTES
BOARD OF TRUSTEES MEETING
Laidlaw Center Board Room
Wednesday, April 18, 2012
2:00 p.m.**



CALL TO ORDER Chair Steve Adelstein officially called the meeting to order at 2:02 p.m. Present were trustees Barbara Rofkar, Chuck Robinson, and Tim Douglas, constituting a quorum. Trustee Sue Cole was absent. Others present were President Hiyane-Brown; Ron Leatherbarrow, Vice President for Instruction; Patricia Onion, Vice President for Educational Services; Nate Langstraat, Interim Vice President for Administrative Services; Anne Bowen, Executive Director for Advancement and Foundation; Lisa Wochos, Assistant Attorney General; Wayne Erickson, WCCFT Co-President; John O'Neill, WSFE Representative; Laura Hansen, ASWCC President; guests: Ed Harri and Cynthia Hoskins; and Keri Parriera, Executive Assistant to the President.

ACTION TO ACCEPT AGENDA ➔ Trustee Tim Douglas moved to amend the order of the Board Meeting agenda by moving the Executive Session to the position after Item IV. Consent Agenda. The motion was seconded by Trustee Barbara Rofkar and the **motion was approved.**

STRATEGIC DISCUSSIONS ➔ Learning Opportunities: Professional Development at Whatcom Community College (*Goal 2 Strengthen the Culture of Learning: Promote professional development for faculty and staff*)— Ron Leatherbarrow, Cynthia Hoskins and Keri Parriera, Professional Development Committee; Ed Harri, Professional Advisory Committee

- A PowerPoint presentation outlining the history and significance of professional development for faculty and staff at WCC was shared with the Board. Ed Harri presented on the newly implemented full-time promotion and tenure process that has a strong professional development component.

CONSENT AGENDA ➔ Consent Agenda (Calendar)

- a. Minutes of March 14, 2012 Board of Trustees Meeting (Attachment A)
- b. Slate of Winter Quarter Graduates (Attachment B)

Chair Adelstein stated: "If there are no objections, these items will be adopted." As there were no objections, **these items were adopted.**

ACTION TO REVISE AGENDA ➔ At the request of Vice President Trish Onion, Trustee Tim Douglas moved to amend the order of the Board Meeting agenda to move the ASWCC Report prior to the adjournment to an Executive Session to accommodate student class attendance. The motion was seconded by Trustee Chuck Robinson and the **motion was approved.**

REPORT ➔ **ASWCC** – Laura Hansen, President

- Ms. Hansen reported that ASWCC elections will begin this week.
- The ASWCC will be hosting Secretary of State Sam Reed and County Auditor Debbie Adelstein tomorrow at 9:30 am in the Syre Center. This event was organized by Executive Council member Stephanie Young.
- The Council is diligently working on the ASWCC budget which will be presented to the Board of Trustees at a future meeting.
- Students are celebrating Earth Week and conducted a garbage audit today.

**EXECUTIVE
SESSION**

- The meeting was adjourned at 2:40 p.m. and the meeting immediately convened into a closed Executive Session at 2:40 p.m. for approximately 30 minutes to consider the selection of a site or the acquisition of real estate by lease or purchase as provided for by RCW 42.30.110 (1). Trustee Adelstein recused himself from the executive session. Guests included AAG Lisa Wochos; President Kathi Hiyane-Brown; Nate Langstraat, Interim Vice President for Administrative Services; Brain Keeley, Director of Physical Campus Development; and Anne Bowen, Executive Director of Advancement.

At 3:10 p.m. the Executive Session as extended for approximately 20 minutes.

- The Executive Session adjourned at 3:30pm and the Board reconvened into open session at 3:30 p.m. As Board Chair Steve Adelstein had recused himself from the Executive Session topic on real estate, Vice Chair Barbara Rofkar assumed the role of Board Chair.
- Trustee Tim Douglas presented a motion to sign a Memorandum of Understanding with the WCC Foundation which states the College's intent to enter into a lease arrangement for a future site for a Health Professions Facility. The motion was seconded by Trustee Chuck Robinson. Trustee Adelstein announced his abstention from the vote. A vote was called and **the motion passed unanimously.**

ACTION

Following the completion of the Action, Trustee Adelstein resumed his position as Board Chair.

ACTION

- **TAB A – WCC Policy Revisions/Deletions (2nd reading, action)**
 - a) *Policy 1020 Statement of Educational Values.*
Trustee Tim Douglas moved to delete this policy as proposed. The motion was seconded by Trustee Barbara Rofkar and the motion was approved unanimously.
 - b) *Policy 1023 Affirmation of Inclusion.*
Trustee Barbara Rofkar moved to delete this policy as proposed. The motion was seconded by Trustee Tim Douglas and the motion was approved unanimously.
 - c) *Policy 4010 Affirmative Action/Fair Employment Practices.*
Trustee Tim Douglas moved to retain this policy as proposed with revised text to comply with federal and state requirements. The motion was seconded by Trustee Chuck Robinson and the motion was approved unanimously. New Policy organizational structure number 403 will be assigned to this policy.
 - d) *Policy 1025 Regional Planning Agreement between WCC & BTC.*
Trustee Tim Douglas moved to postpone action on this item until the Board receives additional information. The motion was seconded by Trustee Barbara Rofkar, and action on Policy 1025 was postponed.
 - e) *Policy 1060 Membership in Organizations.*
Trustee Barbara Rofkar moved to delete this policy as proposed. The motion was seconded by Trustee Tim Douglas and the motion was approved unanimously.
 - f) *Policy 1070 Commercial Activities Policy.*
Trustee Chuck Robinson moved to retain this policy as proposed with revised text to bring it into compliance with current federal and state requirements. The motion was seconded by Trustee Barbara Rofkar and the motion was approved unanimously. New Policy organizational structure number 222 will be assigned to this policy.
 - g) *Policy 1100 Safety.*
Trustee Tim Douglas moved to retain this policy as proposed with revised text to bring it into compliance with current federal and state requirements. The motion was seconded by Trustee Chuck Robinson and the motion was approved unanimously. New Policy organizational structure number 410 will be assigned to this policy.

- h) *Policy 1170 Conflict of Interest.*
Trustee Chuck Robinson moved to retain this policy with proposed revisions to bring it into current compliance with federal and state regulations, and also to correct the reference of “Chapter 42.50 RCW” to read “Chapter 42.52 RCW”. The motion was seconded by Trustee Tim Douglas and the motion was approved unanimously. New Policy organizational structure number 408 will be assigned to this policy.
- i) *Policy 1185 Ownership of Intellectual Property.*
Trustee Tim Douglas moved to delete this policy as proposed. The motion was seconded by Trustee Chuck Robinson and the motion was approved unanimously.
- j) *Policy 1188 Equipment Use Policy.*
Trustee Chuck Robinson moved to retain this policy with proposed revisions to bring it into compliance with current federal and state requirements. The motion was seconded by Trustee Barbara Rofkar and the motion was approved unanimously. New Policy organizational structure number 426 will be assigned to this policy.
- k) *Policy 2180 Use of College Facilities Policy.* No action taken as this was an information item to the Board on the progress of revisions to date.

➤ Trustee Barbara Rofkar excused herself from the Board meeting at this point in the meeting.

➤ **TAB B – Alternative Financing Request** (1st reading, possible action)

Trustee Chuck Robinson moved to approve the College’s request to submit an Alternative Financing Request to the State Board for Community and Technical Colleges in order to pursue the option of COP financing for capital projects related to a Health Professions Building and an expanded Student Recreation Center for the biennial budget 2013-2015. It was seconded by Trustee Tim Douglas and the motion was approved unanimously after an informational discussion led by Nate Langstraat.

PRESIDENT’S REPORT

➤ President Kathi acknowledged with thanks, Trish Onion’s Lean Efficiencies panel presentation at the Spring Association conference. It was well received.

➤ The President shared the overall appreciation of the approved legislative state budget that was recently passed. However, the College will still face a base budget allocation of 5% less than from a year ago. The development of the College operating budget is proceeding.

➤ President Kathi reported that the Hill Group, a consultant organization working for the State Board to analysis system-wide efficiency options, was recently on the WCC campus to meet with the Executive Cabinet. The Hill Group will provide preliminary recommendations to the State Board to help develop the third-year response report to the legislature as required by ESSB 6359.

➤ President Hiyane-Brown shared that WCC will be involved with two regional health care events.

- A healthcare job search event with BTC, Skagit and Whatcom focusing on professional development for students. This is a collaborative effort sponsored by a DOL grant.
- A healthcare summit, current in the planning phase with PeaceHealth and the Bellingham Whatcom Economic Development Council . The outcome of the summit is to identify emerging health professions that may not be identified at this time, and well as connect with healthcare professionals. President Kathi shared that she has recently been appointed as anew board member on Whatcom Alliance for Healthcare Access. Additionally, Whatcom is exploring possible collaboration opportunities with WWU and their new BSN program.

➤ President Kathi reported that she and several other community college presidents and trustees are working together to secure a state visit from General Eric “Rick” Shinseki, the 7th United

States Secretary of Veterans Affairs. It is proposed that the General would address and meet our veteran students and we will showcase Washington's community college best practices for veterans. This would be the first state-wide event of this kind to recognize our veterans. A significant challenge is the General's schedule.

- President Kathi shared that the Whatcom is updating the College's Campus Master Plan for facilities. This will be an agenda item at the Board's trustee retreat in the summer. The architectural firm selected for this assignment is from Seattle and is a firm familiar with these projects for community colleges.
- President Kathi advised the Board that she will be attending the AACC convention in Orlando, Florida later this week and will be presenting a Spotlight session. The session shares significant leadership competencies that build upon diverse perspectives and multicultural approaches. Kathi also serves on the AACC Commission on Academic, Student, and Community Development and will be attending that meeting.
- President Hiyane-Brown congratulated Trustee Steve Adelstein on the reconfirmation of his trustee appointment by the state senate. Trustees were encouraged to write letters to the Governor's Office in support for Trustee Rofkar's reappointment as a trustee for Whatcom. The College is hopeful that all of our trustee reappointments will be confirmed in the next legislative session.
- **WCCFT – Wayne Erickson and/or Kimberly Reeves, Co-Presidents**
 - Wayne Erickson reported that faculty union negotiations are continuing with the administration and are going "ok." He shared that Social Science area retirements are a concern of the faculty and it is their hope that the board and administration will prioritize tenured-track faculty recruitments in that discipline.
 - Wayne shared that there is also concern by the faculty regarding the discussions on the 3% salary cut from the classified staff. Administration shared that this is a mandate from a legislated house bill that requires 3% cut in personnel costs, but that is specifically directs cuts from classified staff only. All employment categories are affected by the bill, but not directly affecting their wages. It was also pointed out that this cut was negotiated and approved by the classified union members. More information on implementation of these cuts and the budget process will be forthcoming in the next few weeks.
- **WFSE – John O'Neill, Representative**
 - John O'Neill had nothing to add in addition to his written report.
- **Administrative Services – Nate Langstraat, Interim Vice President**
 - Nate Langstraat had nothing to add in addition to his written report.
- **Educational Services – Trish Onion, Vice President**
 - Trish Onion reported that the Service Learning Fair, held yesterday on our campus, was a great success
- **Instruction Office – Ron Leatherbarrow, Vice President**
 - Ron Leatherbarrow had nothing to add in addition to his written report.
- **WCC Foundation – Anne Bowen, Executive Director for Advancement**
 - Anne Bowen reported that the Advancement Office is putting together WCC 45Th

anniversary to commence in May. More will be shared as events are finalized.

**TACTC AND
DISCUSSION
ITEMS OF THE
BOARD**

- Trustee Douglas reported on the SAI points and a recommendation that this achievement points be shifted to the completion stage instead of the beginning classes. A report on this initiative should be available by September. Trustee Tim shared that the June 24-26 Spring TACTC Conference will address this initiative as well as the GISS process.
- Trustee Douglas reported that he may be on the search committee for new State Board Director, as Director Charlie Earl has announced his retirement.
- The State Board is reviewing tuition increases for next budget session at their May Board meeting.
- ACCT Leadership Congress in Boston, October 10-13, *Leveraging Student Success through Partnerships, Innovation and Evidence* was discussed. Trustees are to advise Keri if they wish to attend. Trustee Douglas indicated that he will be attending.
- The proposed date for the Board retreat (August 14-16) was no longer available for several trustees. Keri was asked to poll the Board to identify alternate dates.
- The next meeting of the Board of Trustees on May 9 is a Work Session. The start time has been changed to 12:30, beginning with lunch.

**PUBLIC COMMENT
ADJOURNMENT**

- Chair Adelstein called for public comment. Since there was none, the meeting continued.
- There being no further business, the meeting was adjourned at 4:55 pm.

Memorandum of Understanding

Between

WHATCOM COMMUNITY COLLEGE and WHATCOM COMMUNITY COLLEGE FOUNDATION

This memorandum of understanding is not intended to enlarge, reduce or change in any way those current written agreements between Whatcom Community College (WCC) and the Whatcom Community College Foundation (WCCF or WCC Foundation), the Parties.

Both the WCC Board of Trustees and Board of Directors for the WCC Foundation exist for the sole purpose of furthering the mission of Whatcom Community College. This memorandum of understanding affirms each entity's commitment to secure a lease agreement of additional property to be developed and/or used as a future WCC Health Professions Center.

To that end, both entities understand and support the following expectations:

- 1) WCCF agrees to proceed to enter into a Lease (the "Lease") as lessee contracting with another person(s) or entity for the use of mutually agreed upon property/ building site for a future Health Professions Center facility (the "Facility"). The mutually agreed property and Lease terms shall be determined through consultation between the Parties prior to execution of the Lease.
- 2) WCC agrees to sublease the mutually agreed upon property/building site from WCCF per a Sublease (the" Sublease"). Such a commitment may require more than one renewable lease depending upon relevant state rules and regulations. The mutually agreeable price and Sublease terms between the Parties shall, at minimum, equal WCCF's master lease payments and cover costs associated with maintenance, repair, tenant improvements, as well as all other direct and indirect expenses associated with the lease arrangement.
- 3) WCC will hold the primary sublease from WCCF and may make any use of the Facility which does not violate or threaten WCCF's "not-for-profit" status; including sub-leasing and remodeling any part of the Facility, so long as those changes meet state law and local code requirements. "Primary" as the term is defined within this section shall mean that WCC will lease more of the available square footage than other sublessees.
- 4) The WCC Board of Trustees, in accordance with relevant state policies or laws, may at any time during the Sublease of the Facility or site coordinate the purchase of the entire Facility or site with WCCF for a predetermined amount which is agreed upon and stated within the Sublease terms.
- 5) As long as WCC is the primary Sublessee of the building and leasing under the original Sublease including renewals, WCC will manage the building. In the event that WCCF, in the future after the expiration of the original Sublease including renewal terms, plans to transfer a leasehold interest in or ownership of the Facility to another person(s) or entity, Whatcom Community College must be offered right of first refusal relative to such lease or purchase opportunity within relevant state policy and law.

As signatory representatives of this memorandum of understanding, all parties agree to the expectations set forth and will in good faith uphold them.

Whatcom
COMMUNITY COLLEGE

By Barbara Rofkor
Steve Adelstein, WCC Board of Trustees, Chair
Barbara Rofkor, Vice
Date 4/18/2012

Approved as to form:

By Lisa Wochos
Lisa Wochos, Assistant Attorney General
Date 4-18-12

Whatcom
COMMUNITY COLLEGE
FOUNDATION

By Lynne Masland
Lynne Masland, WCC Foundation Chair
Date April 13, 2012

Reports to the Board of Trustees For May 9, 2012 Meeting

➤ ASWCC– Laura Hansen, President

- The ASWCC Council of Representatives is:
 - Sending four representatives to participate in the Legislative Voice Academy on May 11th & 12th.
 - Working on a final draft of the 2012/13 S&A budget proposal.
 - Working with the Programs and Diversity Board to host community events, including Orca Day on June 6.
 - Currently in the process of electing/appointing a new Executive Council for the 2012-13 school year.

➤ WCCFT—Wayne Erickson and Kimberly Reeves, Co-Presidents

- The union is pleased with the progress of the faculty and administrative negotiating teams. Hopefully, the contract will be completed in the next month in order for the faculty vote before the close of the academic year.
- Faculty are hopeful that the college will be hiring a number of full-time faculty to replace much needed positions within the divisions due to faculty retirements.
- The union wants to acknowledge, recognize and thank their colleagues for a job well done in course outcomes completion. We would also like to say thank you to Anne-Marie Karlberg and Tresha Dutton for all of their hard work in training all of us.

➤ Administrative Services—Nate Langstraat, Interim Vice President

- **Business & Finance** (*5.1 Create and manage growth through fiscal, capital, technological and human resource development*)
 - Washington State Legislature concluded its session, coming to agreement on a “no cuts to higher education” budget. However, WCC will still realize reductions at the local level, which were part of the biennial budget. The State Board for Community and Technical Colleges has provided the 34 institutions with initial draft allocations. We continue to work, in coordination with the Budget Review Committee, on applying the draft allocation to the local WCC operating budget.
 - An on-campus budget forum has been scheduled for Friday, May 4, to recap the legislative budget and some of the initiatives outlined within that budget, as well as share status on the budget development process and provide an opportunity for the campus community to ask questions.
- **Facilities** (*5.1 Create and manage growth through fiscal, capital, technological and human resource development*)

- Auxiliary Services Building –The superstructure is erected and work continues on framing and sheathing exterior walls. Interior plumbing, HVAC, and electrical layout are underway and roofing preparations will begin this week.
- Capital Repairs – Planning has begun for this summer’s capital repairs. We will be replacing all of the windows in Cascade Hall and most of the lobby windows in the Pavilion due to failing seals. Work will begin in July and continue through the end of August. Care will be taken to schedule the work so it causes minimal disruption to campus operations.
- Emergency Planning – Work continues with the Resilient Bellingham Consortium. This is a grant-funded project through the Dept. of Education intended to help WCC, BTC, and WWU develop comprehensive emergency plans. Other goals of the collaborative effort include developing a training calendar and instructional tools to enhance preparedness at each of the institutions. Several levels of FEMA’s Incident Command System (ICS) training have already been completed by key staff members and further training will continue through the summer.
- **Copy & Mail Services** *(5.1 Create and manage growth through fiscal, capital, technological and human resource development)*
 - WCC & WWU print and mail services have been working on variable data for mailing. We Xmpie was purchased, a leading provider of software for cross-media, variable data one-to-one marketing. WWU departments will have an opportunity to see this software at work via a webinar they can view at their work stations. WCC will be able to view this technology soon.
- **Bookstore** *(1.2 Increase access and support for students)*
 - The Bookstore has seen a nice growth in the new book rental program which should expand significantly fall quarter.
 - The Bookstore has a nice mix of sportswear and novelty merchandise available for graduation gift purchasing.
 - The year-end physical inventory count will be held the last week of May. As a service and fundraising project, the WCC Math Club will assist this year with The Bookstore’s secondary counts.
- **Technology** *(5.1 Create and manage growth through fiscal, capital, technological and human resource development)*
 - IT is installing byRequest, a program that will run all reports and discontinue the printing and courier costs associated charged by SBCTC. Installation continues to progress on Advisor Data Portal, Degree Estimation Tool, and the Academic Early Warning system developed by Walla Walla.
 - Desktop Virtualization has been going well, with another 60 zero clients installed. An associated system has been deployed that will improve the end-user experience with customized features.
 - IT continues to troubleshoot voice quality issues reported within the phone system.
- **Conference & Event Services** *(3.1.2 Expand partnerships with community and business organizations and 3.1.3 Develop the College’s and Foundation’s community involvement and presence)*
 - Facility rentals for this fiscal year (not including Orca Field) are projected to be \$57,500. Revenue generation during this time span for Orca Field is currently at \$53,200. Some recent and upcoming significant events include: United Healthcare Reform, Bellingham SLAM, Bellingham Roller Betties, Washington Virtual Academy, WCYSA Senior Soccer Night (Orca Field). Upcoming large internal events include the Honors and Awards Ceremony, WCC Commencement, Nursing Graduation, Running Start Graduation, PTK Induction

➤ Educational Services—Trish Onion, Vice President

- **Achieving the Dream** (*Objective 1.3. Increase support for diverse and changing student populations.*)
 - The AtD core team has been writing the AtD Implementation Plan with the assistance of faculty who proposed intervention strategies to address the highest student achievement gap areas. After extensive analysis of quantitative data and qualitative data from faculty, staff, and student focus group summaries, the three top priority areas are (1) increasing pre-college math success; (2) increasing gatekeeper course success, and; (3) increasing first-year student success. The four-year AtD implementation plan must include intervention strategies for each priority area based upon best practices. The College must also demonstrate progress with measurable, annual outcomes and identify steps to bring the intervention strategies to scale. The AtD coaches will provide feedback to the AtD core team for revisions prior to the final plan submission due on May 15, 2012.
 - On May 7 and 8, two evaluators from College Spark will visit the College to conduct a baseline assessment site-visit. College Spark is a non-profit foundation that provides the AtD grant funding for all the Washington community and technical colleges. In addition to the overall AtD goals of increasing success and completion, College Spark also requires the Washington AtD colleges to implement intervention strategies intended to increase student success as measured by specific momentum definitions within the Student Achievement Initiative (SAI). The AtD coaches will also be joining these College Spark evaluators during this two-day site visit.
- **Student Conduct Issues** (*Objective 5.1. Develop processes to promote a safer environment for teaching, learning, and working; and 2.3. Promote professional development for faculty and staff.*)
 - There has been a significant increase in student conduct issues related to disruptive student behavior. As a result, John Taylor, adjunct coordinator of the Administration of Justice Program, is now providing a few hours each week to assist with the student judicial processes and interventions with difficult students. He will also conduct de-escalation training for staff and faculty and assist with other workshops related to classroom management and campus safety.

➤ Instruction—Ron Leatherbarrow, Vice President

- **Strategic Planning** (*5.4 Foster a culture of continuous improvement based on institutional effectiveness*)
 - The strategic plan, developed in 2008, was intended to govern institutional planning for 5 years. In developing the process for the next iteration, the college leadership is intent on ensuring that the plan is fully integrated with the budget process, with the core themes identified in the 2011 accreditation process, and with the objectives of the Achieving the Dream initiative, and that all share the common and integrating focus of student success. A small group of college leaders has begun meeting to initiate the process of developing the new plan. The group will identify the salient issues—e.g., whether to maintain our current goals or change one or more and strategies for engaging the campus community in the process—and present recommendations to President’s Cabinet. The strategic plan will then be developed during academic year 2012-13.
- **Accreditation and Assessment** (*5.4 Foster a culture of continuous improvement based on institutional effectiveness*)
 - Because we want to integrate strategic planning closely with budget, assessment, and student success initiatives, we will assign to the group responsible for initiating strategic planning a charge for initiating work on the next accreditation cycle report as well. The group will include

the Accreditation Liaison Officer, the Director of Assessment and Institutional Research, people who attended a workshop on Standard Three last month, and some administrative and faculty leaders who played prominent roles in preparing the report on Standard One. The group will propose a committee structure and membership and a structure for the third-year report. The report, due at the end of Winter term, 2014, will address standards one and two in the newly adopted accreditation standards.

- **Faculty Hiring** (5.1 Create and manage growth through fiscal, capital, technological, and human resource development)
 - Historically, WCC has relied much more heavily on adjunct faculty than other colleges like ours, and reliance on adjunct faculty has increased significantly in the past four years as a result of the budget crisis. Although WCC has been fortunate in the quality of the adjunct faculty we hire, strong reliance on adjunct faculty carries inevitable problems; chiefly, there is limited availability of adjuncts in a place the size of Bellingham, and failure to increase full-time faculty ranks does not provide the people essential for college governance activities and results in current faculty leaders being severely stretched to cover the needs. The Instruction Office will ask that expansion of the full-time faculty ranks be a major budget priority in the next few years. This year, Instruction will ask to replace the positions vacated by retirements, and to add two positions in key areas; the request will be made as part of the budget assimilation process for next year's budget. Division Chairs will compile a list of requests for full-time faculty positions and create a priority list for review by President's Cabinet.
- **Instructional Administration** (5.4 Foster a culture of continuous improvement based on institutional effectiveness)
 - With Linda Maier's departure, the Instructional Office has had the opportunity to review needs and develop administrative positions that can attend more fully to newer initiatives; e.g., student success, Achieving the Dream, assessment, and enrollment management. At this point, Janice Walker, who assisted Linda Maier, has been appointed Director for Workforce Education, and will provide leadership for the professional/technical programs.
 - Also, the process continues to hire a Dean of Instruction, responsible for managing support systems, including data to support decisions and reporting in accreditation, assessment, student success and assessment; enrollment management; scheduling; and hiring, orientation, and evaluation of faculty. A search committee has begun meeting and reviewing applications and we expect to have a dean appointed before July 1.

➔ **Foundation and College Advancement – Anne Bowen, Executive Director**

- **Foundation** (3.1.3 – Develop the College's and Foundation's community involvement and presence; and 5.2.3 – Contribute to fiscal stability through entrepreneurial activities and efficiencies)
 - **2011-12 Gifts** –Draft reports as of 4/26/2012 show we received 11 gifts totaling \$14,345 for April 2012. Year to date we have received \$106,691 compared to \$74,336 received last year at this time.
 - **Record Number of Scholarship Applications Received** – 225 applications were submitted for 2012-13 Foundation Scholarships, up 25% from last year. The Scholarship Review Committee is now working hard to score and review these applications. Award notifications are scheduled to be sent before the end of May.
 - **Foundation Staff Restructuring** – The hiring process is underway for the Development Manager, and Events & Special Projects Position. In conjunction with the Program Specialist, the Advancement and Foundation Office will be much better positioned to head into the 45th Anniversary Celebrations and a major gifts campaign.

- **Communications, Marketing and Publications**

- **Web/Social Media Development** - The following web analytics of the College’s public website (www.whatcom.ctc.edu) indicate a web trend comparison between March 2011 and March 2012.

	March 2011	March 2012	% Change	Top Content for March 2012:
Total Visits:	142,928	160,740	12%	1) Current Students 2) Catalog 3) Financial Aid 4) Calendars 5) E Learning and Support 6) Apply Now 7) Prof Tech Programs
<i>New Visitors</i>	<i>52,020</i>	<i>75,211</i>	2%	
<i>Returning Visitors</i>	<i>94,138</i>	<i>53,471</i>	-25%	
Total Pageviews:	350,552	320,950	-9%	
<i>New Visitors</i>				
<i>Returning Visitors</i>				

- Facebook trends indicate continued growth on the College’s main Facebook page, is up from last month’s nearly 1,568 to 1,658 “likes.”
 - Whatcom’s YouTube Channel now has twenty-nine videos uploaded (2 more coming in summer) with more than 19, 241 views (up from 17,319).
- **Publications** (completed or in development)
 A number of publications were completed or in development for a variety of events and programs:
 - Summer Discover Quarterly production
 - 2012-14 College Catalog production
 - WCC Foundation Connect magazine and annual report, 45th Anniversary edition
 - Healthcare Leadership Workforce Summit invitation
 - Diversity in Education—Teachers of Tomorrow Conference poster and info cards
 - International Programs Homestay inserts in Cascadia Weekly
 - Allied Health programs ad in Whatcom Health magazine
 - Running Start display ad in Lynden Tribune and online ad in Bellingham Herald
 - Chuckanut Writers Conference online ads
 - Student Life web section development
- **Press Releases/Media Relations – Summary/Highlights Of Media Coverage**
(3.1.3 - Develop the College’s and Foundation’s community involvement and presence)
 - **WCC in the News**
 - [WHATCOM VIEW: WCC maintains commitment to sustainable practices](#), 4/23, The Bellingham Herald
 - [Running Start info sessions set for April, May at Whatcom Community College](#), 4/16, The Bellingham Herald
 - [Chuckanut Writers Conference returns for second year with Sherman Alexie](#), 4/16, The Bellingham Herald
 - Girls Go Tech Interview, 4/16, KGMI Morning News
 - [Secretary of state, Whatcom County auditor will speak April 19 at WCC](#), 4/15, the Bellingham Herald
 - **Additional media outreach**
 - Additional athletic news coverage can be found at www.whatcom.ctc.edu/athletics. Press releases, public service announcements and an ongoing list of news articles can be found at www.whatcom.ctc.edu/news.