

THE OFFICIAL MINUTES

The Big Bend Community College Board of Trustees held its regular Board meeting December 20, 2018, at 1:30 p.m. in the ATEC Hardin Community room in Building 1800 on the Big Bend Community College campus.

1. Call to Order

Present: Anna Franz
Jon Lane
Stephen McFadden
Thomas Stredwick

2. Pledge of Allegiance

Veteran Sergeant of the WA Army National Guard Kenny Vogel led the pledge of allegiance. He is pursuing a transfer degree and plans to earn a business degree at Central Washington University (CWU).

Chair Jon Lane announced that items 7 & 9 will be moved to follow an executive session.

3. Introductions

Dr. Leas introduced Grant Director Tammy Napiontek. She is from the Peninsula College TRIO program, and she also led equity and inclusion initiatives.

Dr. Humpherys introduced Interim Dean of Student Services Linda Fossen. She came out of retirement to serve BBCC's students. Ms. Fossen said she has been impressed by the caring attitude and student centeredness exhibited by BBCC employees.

Dean Valerie Parton introduced research analyst Edgar Zamora. Mr. Zamora is from North Everett and a graduate of CWU and the University of Oklahoma.

Dean Linda Fossen introduced Sarah Schutt as the newly hired program assistant in student activities. Ms. Schutt is a graduate of BBCC and CWU. She was also the President of Rho Zeta and co-founded the Lindy Hoppers Club. Ms. Schutt said that she decided to work at BBCC while she was a student here and wants to teach in the future.

4. Consent Agenda

a) Approval of Board Meeting Minutes November 15, 2018, (A); b) President's Activity Update (I); c) Accreditation, d) Student Success (I); & (I); e) Assessment (I); f) Finance & Administration Update; (I); g) Human Resources Report (I); h) Classified Staff Report (I); i) Enrollment Report (I); j) Safety & Security Report (I).

Motion 18-50

Trustee Stephen McFadden moved to approve the consent agenda with corrections to the minutes in section g. Trustee Anna Franz seconded, and the motion passed.

5. Remarks

There were no public remarks.

- a. Director of Student Activities Kim Jackson reported on ASB and club activities.

Eighty-two students participated in the PTK/ASB-sponsored ALIVE! Mental Health Awareness and Suicide Prevention fair November 15. Some of the comments received from students included:

“This event is a great step to remind people of mental health, to show that people do care about you.” “Thank you for bringing awareness.” “I’m glad you guys are doing this; it honestly helps a bunch cuz you never fully know how many people actually struggle with this.” “Suicide can be prevented, keep in touch with your loved ones. I lost a cousin of mine due to suicide, and I wished I would’ve checked on him more often.” “I think making mental illness okay to talk about on campus is really important.”

The evening of November 15 ASB held a free bowling night, and 103 people attended.

ASB officers interacted with 1,132 students during their fall-quarter Monday-morning treat encounters. This effort will continue winter quarter.

ASB ended the quarter providing free pizza and soda for over 50 students during their quarterly Library Campout on the eve of finals. They also completed their Killian Korn fundraiser, earning close to \$700.

Upcoming events planned for the students at the beginning of next quarter include a blood drive, Grocery Store bingo, a comedian and hypnotist one evening, as well as a Dodgeball tournament.

The Ag Club is new and joins BBCC’s 13 active clubs and programs. M.E.Ch.A. held a Hot Chocolate and Pan Dulce fundraiser, and Phi Theta Kappa held its quarterly Book Buy Back Bake Sale. The new ASB Club Council has been meeting monthly, with a good turnout from club members.

- b. Classified Staff Representative Cassandra Fry shared news from classified staff. There are currently seventy-one full-time classified staff members. Several classified staff members attended presentations by Ed Havey regarding ergonomics and Dr. Humpherys regarding *Seven Habits of Highly Effective People* covering “begin with the end in mind.”
- c. Faculty Association President Salah Abed shared faculty news. Music Instructor Michael Dzbenski led his classes through a production of “The Music of Andrew Lloyd Webber” December 6. English Instructor Dr. Steve Close reported that he is working on the Bridge to College program. He met with the Moses Lake High School English Department to discuss trends in English curricula. AMT Instructor Erik Borg reported that his students have received high-paying job offers from Mitsubishi Aircraft. The instructors will take a group of students to the Northwest Aviation Conference for the Aviation Maintenance competition in February.

Psychology and Criminal Justice Instructor Dr. Ryann Leonard reported that criminal justice students attended a presentation on tactical medicine given by Robert Hecker from the Moses Lake Fire Department. Tactical medicine is performed by a paramedic who is cross trained with law enforcement to enter "hot zones" and render medical aid more quickly.

Trustee Jon Lane said he visited with Instructor Dzbenski about hopes and dreams of the BBCC music department and Wallenstien Theater. Dr. Leas said performing arts can be a catalyst of change, and there have been brief discussions about raising funds to remodel Wallenstien Theater to be a community center for the arts.

- d. VP Linda Schoonmaker reported that the elevator in the Administration building is working and information in the Finance and Administration portion of the consent agenda item is accurate.
- e. Dr. Bryce Humpherys shared that it has been a busy fall quarter with outstanding work by faculty and staff focused on student success. The enrollment report shows BBCC is consistently up on headcount and down on state-funded FTEs. Using wrestling and athletics as an enrollment strategy has helped stabilize enrollment in part. Wrestling athletes were retained through fall quarter, and coaches and staff are recruiting additional students for winter quarter.

Dr. Humpherys reported that staff continue to attend training to address the changes to the Northwest Commission on Colleges and University accreditation standards referenced during the last board meeting. BBCC is well prepared for the comprehensive accreditation visit in 2020.

Dr. Leas commented that the changes made to the enrollment report by new Registrar Starr Bernhardt help with understanding the trends.

- f. VP Kim Garza provided the update on human resources and labor. Mackenize Schoessler accepted a promotion to WES Coordinator effective January 1. New postings for spring positions will be online very soon. VP Garza is working on implementation of the Paid Family and Medical Leave law for 2019. Funding for the new law begins in 2019 and benefits will be available in 2020.
- g. Executive Director of the Foundation Leanne Parton reported that the Foundation has secured pledges totaling \$1,557,450 to date for the *Building Tomorrow's Workforce* capital campaign. She and Dr. Leas have made eighty-two requests and received thirty-eight pledges and eleven declines. They are waiting to hear back from thirty-three potential donors. Some of the potential donor companies require grant applications. There are seventy-six people or businesses identified

that Executive Director Parton and President Leas will approach in 2019. Holiday cards were mailed along with a newsletter from the Foundation.

The *Building Tomorrow's Workforce Campaign* is in the quiet phase, and the public phase will begin in about two months. Trustee Stephen McFadden has been helpful during Adams County meetings.

Trustee Jon Lane reported that he learned at the ACCT Conference that \$180 billion given away annually in the US with half of that total given to education, and 1.5% of that half given to community and technical colleges. The *Building Tomorrow's Workforce Campaign* is an opportunity to share our needs.

6. Marketing & Outreach Report

VP Bryce Humpherys, Director of Communications Matt Killebrew, and Dean Daneen Berry-Guerin provided an overview of BBCC's ongoing marketing and outreach efforts supporting the strategic goal of increasing student enrollment. Faculty members and administrators created a committee to work on the marketing plan prior to Dr. Leas' evaluation.

Director of Communications Matt Killebrew described BBCC's digital marketing plan which is cost effective and provides flexibility of schedule. The digital campaign pushes prospective students to landing pages on the website. Between May 2018 and September 2018, an additional 21,000 unique users clicked on web pages compared to the same time period in 2017. A specific phone number for the social media responses tracked 150 calls during that five-month time period. Sixty-two currently enrolled students were tracked through the phone calls. The marketing budget is \$32,000 of which 65% is spent on digital venues and 35% is spent on print and radio advertisements.

Trustee Stephen McFadden asked about outdoor media and signage. Director Killebrew reported that outdoor signs cost \$3,500 per month, and most students and potential students prefer to receive information digitally. Trustee Thomas Stredwick asked about updates to the website. VP Bryce Humpherys stated the website is key to a work group's efforts planning evening online course offerings and support services for students. He is working to leverage grant funding to update the website to provide digital advising tools.

Director Killebrew reported that he generated 165 press releases in the last calendar year. BBCC's marketing efforts are in line with other small community and technical colleges. Trustee McFadden stated BBCC has an obligation to the entire service district and the social media presence is great. He asked if any demographics are being overlooked. Trustee Stredwick stated the comprehensive marketing plan needs to be funded and include resourcing the website. He agreed that 65% of the budget on digital marketing makes sense and aligns with national trends. Trustee McFadden stated visual marketing needs to be strong in both Grant and Adams counties to attract rural students. He mentioned advertising on the GTA buses that move around the service

district. Trustee McFadden stated the BBCC brand must be present in all service district communities or it will be forgotten.

VP Humpherys discussed the targeted efforts by programs to grow market share. He highlighted the three geographic regions of the service district and the center area with population are clusters. He emphasized that the largest growth potential is in Moses Lake, Othello, Quincy, and Mattawa. Trustee McFadden stated there are many residences outside the municipal boundaries, and it is important for BBCC to be publicized in many different ways.

Dean Daneen Berry Guerin shared about outreach activities and the focus on three target groups; age 24 and under, age 25 and over, first-generation and historically underrepresented groups. There are many outreach activities occurring throughout the year such as campus tours, information sessions, CBIS activities, college fairs and more. She said the marketing and outreach committee is also reviewing branding and outreach, and this is a work in process with more information to be shared soon.

Trustee Thomas Stredwick asked if efforts currently underway that are not of value could be dropped in order to add more productive efforts.

There is significant growth in the Running Start population now which we need to maintain. Taking our message outside of campus to talk with potential students and their parents about Running Start and College in the High School is important.

Trustee McFadden stated he would like to receive the presentation information prior to the board meetings specifically for the Marketing Plan presentation in June.

Trustee Lane asked about marketing by faculty members. Dean Berry-Guerin stated outreach is part of faculty members' responsibilities.

Dr. Leas shared that marketing efforts are linked to strategic planning and the digital marketing provides good evidence for the effort. It is important that resources are allocated proactively and strategically to new modalities that are evidence-based and provide measurable returns. Trustee McFadden stated the final presentation in June should include identification of resource needs for marketing and outreach. VP Humpherys stated the immediate and ongoing needs will be incorporated into the report. Trustee McFadden stated while working with site selectors, he has received feedback that they often rely solely on the quality of an organization's website. He suggested that BBCC's website could be totally reworked rather than making single-page updates. He also said BBCC needs to exert strong efforts while enrollment is increased rather than work harder while enrollment is decreased, and he emphasized the importance of establishing and maintaining relationships with local school district counselors.

President Leas stated that community and technical college enrollments typically dip while the economy is up, and this is a good time to explore attracting working adults. Offering programs in the evenings increases accessibility, and Big Bend has seen a bump in evening and online enrollments. VP Humpherys will continue to make

improvement plans to the website, student services, and marketing. These changes also require an institutional culture shift.

8. Board Policy Review for Information

The trustees reviewed BP6111 Electronic and Information Technology. This BP will be reviewed for action at the next meeting.

Board chair Jon Lane announced a ten-minute break to be followed by a ten-minute Executive Session at 2:51 p.m. to discuss items provided for in RCW 42.30.110 (1): (g) to evaluate the qualifications of an applicant for public employment or to review the performance of a public employee. He also asked VP Kim Garza and AAG Jason Brown to join the Executive Session. The meeting reconvened at 3:11 p.m. with no action taken.

7. Public Facility Use for Political Campaign

Board Chair Jon Lane said there was a complaint February 27, 2018, about state resources being used to support a political issue. An ethics investigation was conducted.

Motion 18-51

Trustee Anna Franz moved to approve the reprimand letter for the president. Trustee Thomas Stredwick seconded, and the motion passed.

9. Board Self-Evaluation

Board Chair Jon Lane and Trustee Anna Franz worked on the board's self-evaluation statement. Chair Jon Lane read the letter into the record.

"The Board of Trustees commenced its annual self-evaluation by reviewing the Board Job Description set forth in the Board Policy Governance Bylaws. Pursuant to the Board's governance policies setting forth the adoption of policy governance, the Board reviewed its End Statements and Trustee activity to ensure that they reflected the goals of the Board for Big Bend Community College. Upon review of the Mission, Vision, Core Themes, Executive Limitations, and End Statements, the Board determined that these elements are an accurate reflection of the Board's desired outcomes for the college.

The Board of Trustees reviewed its last performance evaluation and determined that significant progress had not been achieved on its stated goals. Therefore, the Board will continue to define the board, presidential, and college evaluation processes to ensure they establish an appropriate level of review and accountability while respecting the structure of policy governance, continue periodic review of policies, and improve communication and support to the foundation board.

There was considerable discussion focused on how we can obtain qualitative data that will best describe the operations of the College and the role and effectiveness of the President. This will be an ongoing process.

It was stressed that the Board Evaluation process needs to close the loop on Board End Statements and the College Outcomes being measured to meet the requirements of the Accreditation Process.

Accomplishments of the Board this year include beginning comprehensive review and updating of all board policies, involvement and support for the new Workforce Education Center, local and state involvement in the Transforming Lives Award Program, and improvement to the trustee activity reports linked to "Core Themes."

Goals for the future include:

- *Continued involvement at the State and Federal Level.*
- *Development of a timeline to receive meaningful, accurate, and reliable data to determine Board effectiveness.*
- *Development of an "on-boarding" process for new trustees and others who are in leadership positions.*
- *Enriching and expanding our relationships with our "workforce partners" to better understand and respond to their needs.*

The Board has directed the President to develop a Marketing Plan. The President has informed the Board that the College is developing a comprehensive Strategic Plan. The Board will monitor the progress of these efforts."

Motion 18-52

Trustee Anna Franz moved to approve the board's self-evaluation. Trustee Stephen McFadden seconded, and the motion passed.

10. Study Sessions

Chair Jon Lane shared possible topics for board study sessions which included Carver Policy Governance Model, board self-evaluation process, activity report template, liaison reports, cyclical annual plan, and marketing plan. Trustee McFadden expressed interest in study sessions needed for focused attention on a topic rather than regularly recurring study topics for briefing on topics before the board meeting. He also said he prefers attending study sessions on different dates than the regular board meetings. Trustee Franz said trustee committees can be used effectively to discuss items and evaluation processes need to be addressed in a study session. Trustee Stredwick suggesting scheduling study sessions when needed during months when there is not a regular board meeting scheduled. This item will be discussed at the next board meeting to gather feedback from the entire board. Melinda will remind trustees to bring their calendars and determine dates available for study sessions before the meeting.

11. Assessment of Board Activity

Trustee Anna Franz reported that she attended the local Transforming Lives Awards dinner (E-1, E-2, E-3, E-4, E-5, E-6).

Trustee Thomas Stredwick reported that he attended the local Transforming Lives Awards dinner (E-1, E-2, E-3, E-4, E-5, E-6).

Trustee Stephen McFadden reported that he attended the local Transforming Lives Awards dinner (E-1, E-2, E-3, E-4, E-5, E-6) and the Transforming Lives Committee debrief meeting (E-1, E-2, E-5, E-6). Trustee McFadden also attended the Upskill/Backfill Grant meeting with the Othello food processors (E-1, E-2, E-4), and two *Building Tomorrow's Workforce* campaign meetings (E-1, E-2, E-3, E-4, E-5).

Trustee Jon Lane shared his activities from October and November. He attended the ACCT Leadership Conference (E-1, E-2, E-3, E-4, E-5, E-6), the Legislative Action Committee Meeting (E-1, E-2, E-3, E-4, E-5, E-6), and the Fall ACT Conference (E-1, E-2, E-3, E-4, E-5, E-6). He also attended an audit entrance conference (E-1, E-2, E-3, E-4, E-5, E-6) and met with Dr. Leas to plan the board agenda (E-1, E-2, E-3, E-4, E-5, E-6). Trustee Lane attended a BBCC wrestling meet (E-2, E-4, E-5, E-6), another audit conference (E-1, E-2, E-3, E-4, E-5, E-6), the local Transforming Lives Award dinner (E-1, E-2, E-3, E-4, E-5, E-6), planned the board agenda with Dr. Leas (E-1, E-2, E-3, E-4, E-5, E-6), and he attended the holiday luncheon (E-1, E-2, E-3, E-4, E-5, E-6).

Trustee Lane said he is involved with the Moses Lake School District planning a new high school and how they interface with the college. The district is aware they do not meet the needs of all students. He also complimented Dr. Leas regarding the letter to the editor Dr. Leas coauthored with South Puget Sound Community College President Tim Stokes.


12. Next Regularly Scheduled Board Meeting

The trustees confirmed the next regularly scheduled board on January 31, 2019.


13. Miscellaneous

Dr. Leas confirmed that Senator Warnick, Representative Dent, and Representative Dye will attend the legislative luncheon with trustees December 27 at Big Bend Community College.

The meeting was adjourned at 3:28 p.m.



 Jon Lane, Chair

ATTEST: 

Terrence Leas, Secretary