

PRESIDENTS COUNCIL – September 25, 2007
CC 126 in Bill Brod Community Center • 8:30 – 10am

TOPIC / CATEGORY	KEY POINTS / NEXT STEPS (Action)
Enrollment Update	<ul style="list-style-type: none"> • Drebin – EOT enrollment for Summer term was nearly flat (.31%) compared to 2006 • We have determined that historically, 35-40% of enrollment is realized after the 4th week – particularly in co-hort based programs (Pro-Tech, CTDS and Skills Development) therefore, we're working on a better way to forecast enrollment after the 4th week • We are 5.7% down over a 3-year period – 05/06, 06/07 and 07/08 • As for Fall term – the latest findings were that we were up in headcount (1%), but down 7% in FTE; however, once a data error was corrected, we realized more than 100 more FTE! • Arter – interested in using Datatel from a dept chair perspective in order to make his own forecasts for his department • Drebin – there are reports already out on the website for departments and divisions that one can search by subject or course type – also look at the curriculum and reporting pages on the website • Drebin will look in to scheduling a Datatel workshop for department chairs
Fill-A-Seat Campaign Update	<ul style="list-style-type: none"> • See attached handout. • The voucher program was considered financially successful • Question regarding what percentage of unfilled seats were filled and how many are too many in terms of vouchers handed out – at some point, will we usurp our paying customer? • Howley - consider making vouchers available to college advisory committee members • Arter – interested to find out if employers, at some point, might consider “buying” vouchers at a discounted price • Recommendations: <ul style="list-style-type: none"> ➤ Determine a process for measuring efficiency ➤ Continue the program through 2010 (3-year plan) ➤ Be more strategic about marketing this program and ensure that employers have more clarification and advance notice of when the vouchers will be available\ ➤ Consider making vouchers available to PTF who are not eligible for staff development funds ➤ Present these recommendations to College Council and then to the Board of Education • Approval – Task Force members will include Drebin, Parini, Teetor, Caudle and Moller at this point
Sustainability Task Force	<ul style="list-style-type: none"> • Briare, Leach and Howley - issue is how to institutionalize sustainability • Factors include Environmental, Social Justice and Economic – see attached handout. • Goal is to ultimately make sustainability a foundation piece in virtually all of our planning – be prepared to take a leadership role in these efforts throughout the community • Sustainability Task Force Recommendations: <ul style="list-style-type: none"> ➤ Membership in AASHE - \$500 for our institution ➤ Establishment of a Sustainability Committee ➤ Institutional Commitment (which we already have to a great extent) • We have the ability to move forward with these recommendations using current resources and will actually save dollars through these efforts • Howley – assessment is critical and AASHE already has effective tools for this process

	<ul style="list-style-type: none"> • Approval to move this issue forward to College Council • Approval to join AASHE
Position Opening: Art Dept Secretary	<ul style="list-style-type: none"> • Briare – Mollie Frey is retiring • Approval
Position Opening: VP / Instruction	<ul style="list-style-type: none"> • Truesdell – van der Bijl retiring June 30, 2008 • Want to start process for opening this position – need to conduct an assessment with input from Presidents Council • Tentative job description will be brought forward at October 9 PC meeting • Approval (Howley said “NO”)
President’s Report (PC Purpose Statement)	<ul style="list-style-type: none"> • Board of Education (BOE) Meeting: <ul style="list-style-type: none"> ➢ Numbers from state regarding finance and enrollment won’t be available until 11/14 meeting (instead of 10/10 meeting) ➢ Truesdell, Ervin and Oathes will attend ACCT Congress in San Diego • Committee/Council Effectiveness (see attached) <ul style="list-style-type: none"> ➢ Focus – Yes ➢ Teamwork – Yes and Working On ➢ Communication – Need Improvement ➢ Leadership Sharing – Yes ➢ Structure – Yes ➢ Leadership Support – Yes ➢ Morale – Yes ➢ Results – Yes and Working On • A more formal assessment will be made in three months time
Presidents Council / College Council Meeting Assessments	<ul style="list-style-type: none"> • How can we assist College Council? • Suggestion – review minutes from last meeting (6/1/07) as there was initial discussion regarding a charge for the College Council and a reaffirmation of the purpose • Godfrey – Climate Survey could be helpful here
“Around the Table” PC Council Member Reports/Updates	<ul style="list-style-type: none"> • Teetor – thank you to ITS staff for restoring the PTF group in GroupWise • Mackeye – interested in borrowing the Presidents Council Purpose Statement placards – see Kathleen • Arter – would like discussion about relationship between Executive Council and Presidents Council (will be on 10/9 PC agenda) • Parini – reminder of first Harmony Outreach Meeting on September 26 at OIT from 6-8pm • Donelson – presented Fall Promotion Calendar (attached) • Gray – Inservice felt good! Still sees a need for more education among faculty and staff regarding FTE and Enrollment • Caudle – Awarded three \$500 Kevin Forney Scholarships to classified staff during Inservice • Leach – Fantastic Inservice! • Lussier – students appreciated opportunities to serve on committees and task forces – Sustainability will be of particular interest to them • Godfrey – has had a wonderful welcome from the Extended Learning Department • Next PC Meeting: Tuesday, October 2

CCC Employer Partner and PT Classified Tuition Voucher Program 2006-07 “Fill a Seat” Campaign

Background:

Clackamas Community College initiated a year long “fill a seat” enrollment campaign during the Fall term of 2006 with a target audience of Employer/Community partners as well as our own part time Classified staff. The parameters of our campaign were as follows:

1. One nontransferable tuition voucher per person each term
2. Vouchers distributed to employer/community partners and part time Classified staff each term
3. Vouchers good for any open course section
4. Enrollment to begin the week prior to each new term beginning
5. Each participant would receive a letter, survey, list of resources and CCC Viewbook
6. Voucher participants would be tracked for subsequent enrollment

The purpose of the campaign was to fill seats in courses (generate FTE) that would otherwise remain open and to recognize our employer/community partners with a gesture of good will and generosity.

Summary Data Report – Outcomes 07/09/07

- A total of 541 individual *Fill a Seat* vouchers were redeemed for open course sections
 - 191 Fall Term
 - 239 Winter Term
 - 111 Spring Term
- Voucher participants enrolled for a combined total of 1,752 credits
 - 616 Fall Term
 - 740 Winter Term
 - 396 Spring Term
- Voucher participants generated an unduplicated headcount of 575 and 61 FTE
- Fees collected from voucher participants totaled \$22,371
- Equivalent tuition dollars waived by the *Fill a Seat* voucher program totaled \$93,112.00
 - \$34,496 Fall Term
 - \$41,440 Winter Term
 - \$22,176 Spring Term
- The majority of our vouchers were redeemed by participants in the Business and Industry area
 - 53% Business/Industry
 - 38% School Districts
 - 9 % CCC Part Time Classified
- The majority of our voucher participants successfully passed their classes each term. On average:
 - 40% A grades
 - 13% B grades
 - 16% C or a Pass grades
- Many of our voucher participants subsequently enrolled
 - 26% of our voucher cohort had subsequent enrollment at CCC for Winter and/or Spring terms
 - 3% attended another institution during either Winter or Spring terms

- 1% attended CCC while also attending at least one other institution during Winter or Spring terms

Note: 2% of our voucher participants used the *Fill a Seat* voucher all three terms

- A majority of our survey responders indicated that they:
 - Would not have been able to take a class at CCC if it had not been for the *Fill a Seat* tuition voucher
 - Were returning students
 - Were taking classes for personal interest or professional upgrade
 - Would have liked to have enrolled in additional classes

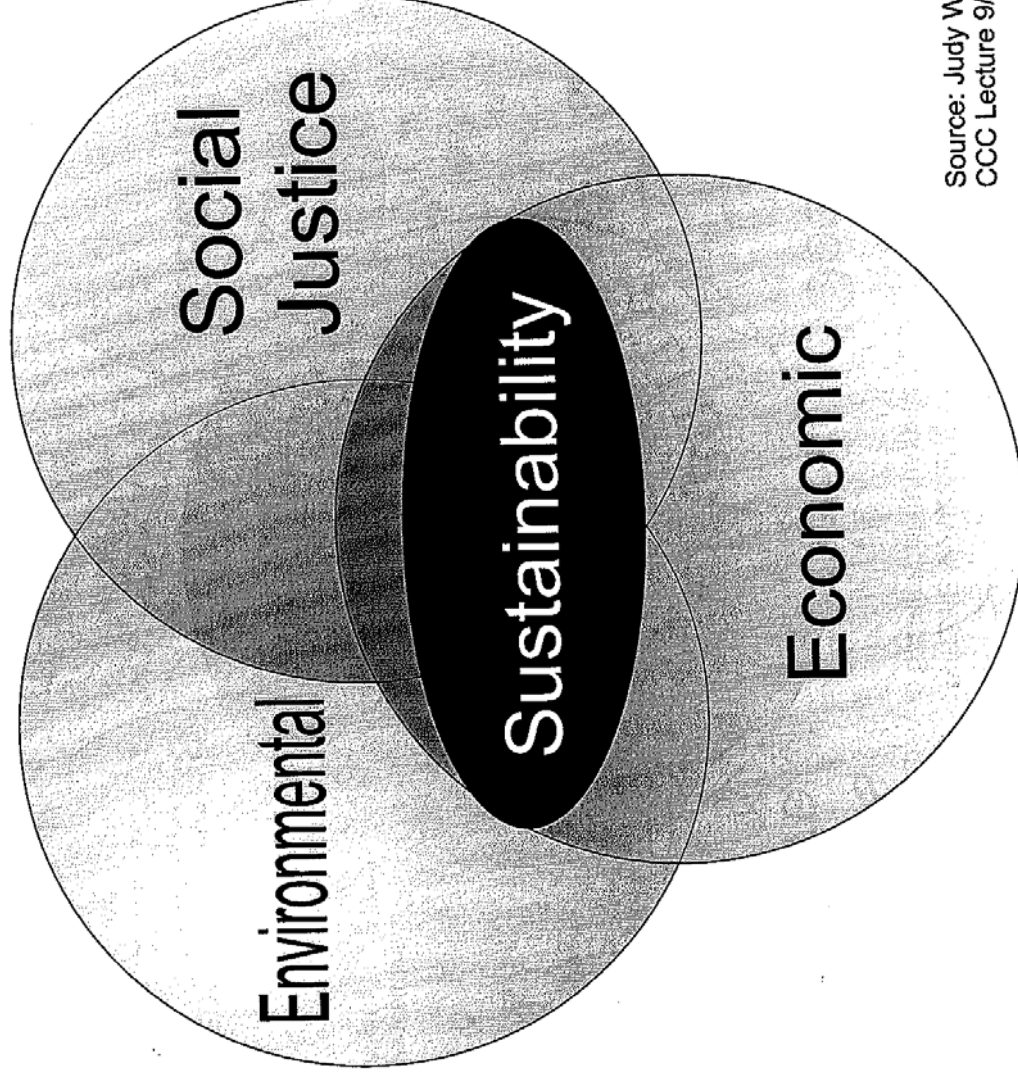
Comments from our survey responders:

1. *By taking this class I am more apt to promote and discuss CCC with students as I have a personal reference/perspective.*
2. *This is a good idea and one I hope is offered again to area school district personnel. It is a good PR move and will help with local recruitment from area high schools.*
3. *Thank you so much for this opportunity. Please offer it again. I see it as a win/win for everyone as it helps to fill classes and allows school district employees to further their knowledge.*
4. *What a great opportunity you've provided us! Thanks so much. CCC is awesome! Would love summer vouchers!:)*

Based on these preliminary findings, this initiative appears to have accomplished the following:

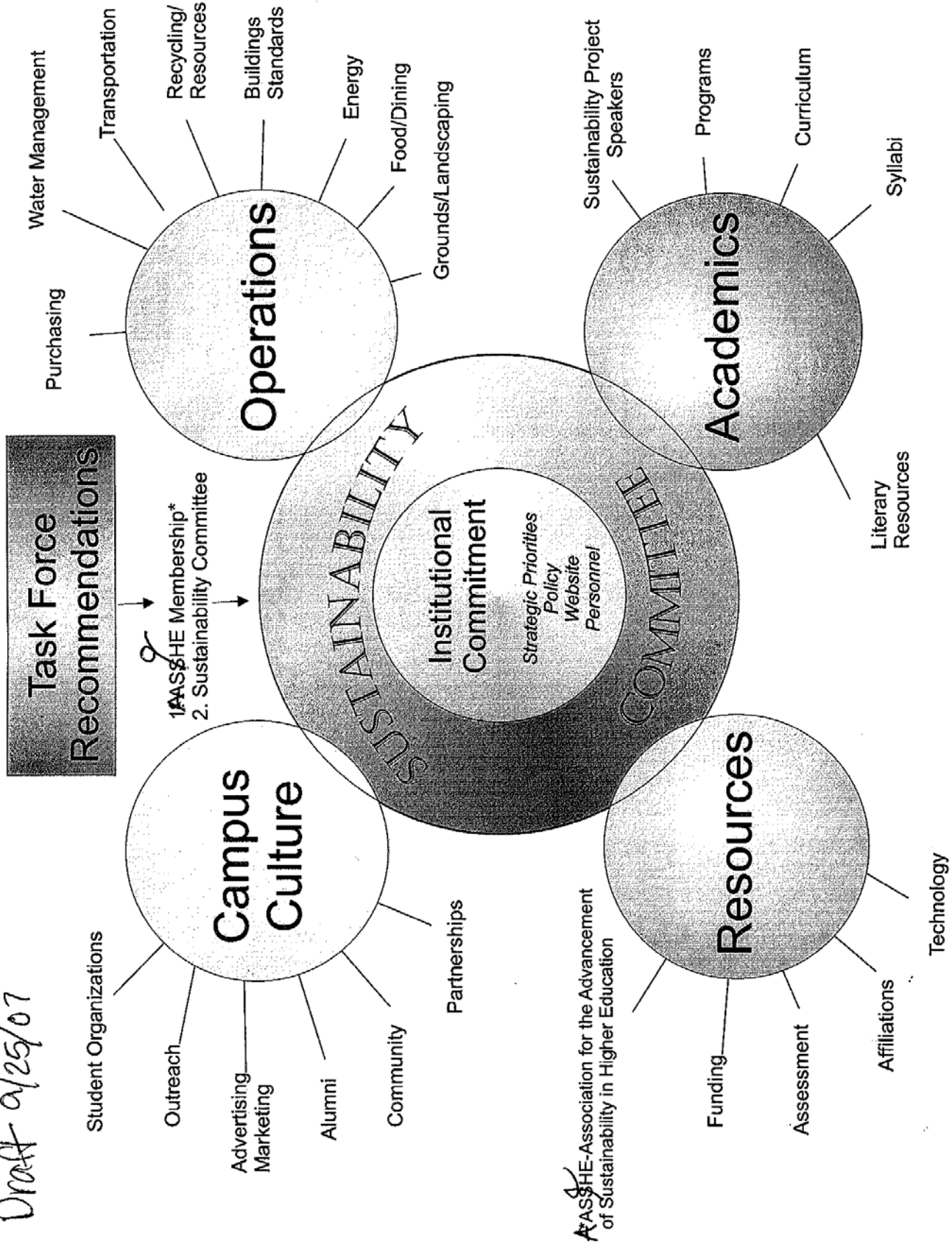
- Generated the college 61 FTE (equivalent to approximately \$244,000)
- Generated the college \$22,371 in fee revenue
- Provided 575 students with the opportunity to take college courses that otherwise would not have been able to
- Created or re-established some good will with community partners

Three Integrated Aspects of Sustainability



Source: Judy Walton, AASHE
CCC Lecture 9/21/07

Draft 9/25/07





How committees should operate

Margaret Mead once said, "A small group of committed people can make a difference and change the world."

That doesn't seem to be the case for many university committees. Some committees work well. Unfortunately, many don't. Poorly run committees waste university time and resources, and sometimes lead to disastrous results.

How do effective committees operate? Are there diagnostic tools and remedies for those that don't?

Characteristics of effective committees

The eight characteristics of an effective committee can be grouped according to how its business is conducted (process elements); how the committee

is structured and supported (structural elements); or the commitment, morale, and results achieved (the outcome elements).

The four process elements. Effective committees 1) have a clear focus that all committee members support, 2) work well together, 3) communicate often with each other and with their stakeholders, and 4) exhibit leadership sharing—that is, most members of the committee will step forward and contribute, not leaving all the work to the chairperson.

The two structural elements. 5) An effective committee is composed of the right people. 6) The best run committees usually have a strong sponsor that provides resources and guidance; shows interest in the committee's workings; and promotes the work

of the committee on campus.

The two outcome elements. Effective committees produce two observable outcomes: 7) group chemistry and 8) results. Committee members exhibit good morale and enjoy working together. They also consistently meet their goals and deadlines.

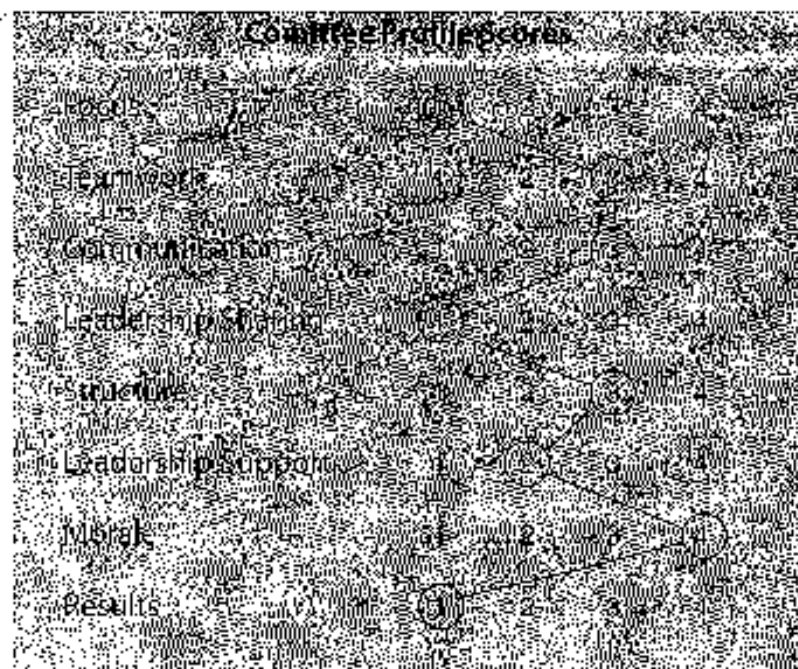
How to diagnose and fix committee problems

The eight desirable characteristics can be profiled and scored for diagnostic purposes.

In the example, scores of "3" and "4" represent strengths, while scores of "1" and "2" represent weaknesses. In an instant an observer sees clearly the strengths and weaknesses of the committee, and can counsel the committee chair on how to improve the performance of the group.

In this example team morale is good and they enjoy working together. However, results are not good, because the focus is not clear and only one or two people are pitching in to do the work.

Robert Hubbard, a publisher, editor and author at the turn of the century, once lamented, "A committee is a thing which takes a week to do what one good person can do in an hour." If you want to improve the work of committees on campus, spend time coaching your committee chairs on the eight characteristics model. ■



Contact the author for a copy of this tool.



Dr. Ed Cornelius is an educational psychologist by training and a university professor by background. He now heads up Colleague Project Services. Contact him at ed@colleagueproject.com.

Promotion Calendar Fall 2007

Advertising: Print (*ads match schedule cover, run for three weeks timed when schedules hit mailboxes*)

- Oregonian
- Clackamas Review
- Oregon City News
- Clackamas County News (Estacada)
- Canby Herald
- Molalla Pioneer
- Wilsonville Spokesman

Additional Print:

- Oregonian College brochure ads
- Chamber publications (Community relations)
- Wrap/Program brochures (departmental)

Advertising: Online and visual

- Movie ads: selected theaters (Clackamas County and SE Portland)
- Oregon Live college video
- Cable reader board activities
- Television calendars

Direct Mail:

- Schedule of classes (enhanced marketing pages)

Displays/Real Estate:

- New entrance banners (*Smart Stories* theme)
- Bus ads – tail and inside
- New displays, photos for Student Outreach college fairs, visits

Free Media: (weekly press packets and feature ideas)

- Promotion of new programs
- Registration dates

Website: Biggest marketing vehicle

- Constantly changing success stories, promotion of programs
- Schedule, catalog
- New “Getting Started” button
- New Student Experience promotion
- Story on expanded hours for registration, advising, bookstore