

**EXPANDED PRESIDENTS COUNCIL – September 16, 2008**  
**CC127 in Bill Brod Community Center • 8:30 – 10am**

Present: **Presidents Council Members:** Joanne Truesdell, College Pres; Bill Waters, FT Faculty Pres; Kelly White, FT Classified Pres; Rosemary Teetor, PT Faculty Pres; Bill Zuelke, Exempt Pres; Michael Vu, ASG Pres; Jan Godfrey, VP Instructional Services; Courtney Wilton, VP of College Services; (Recorder) Debbie Jenkins. **Employees in attendance:** Theresa Tuffli, Bill Leach, Joe Austin, Tara Sprehe, Sharon Parker, Judy Redder, Bill Briare, Scott Giltz, Maureen Mitchell, Jessica Walter, Shelly Parini, Cyndi Andrews, Becky Ogden, and Diane Drebin.

TOPIC/CATEGORY	KEY POINTS/NEXT STEPS (ACTION)
Welcome	<p>Joanne shared good news!</p> <ul style="list-style-type: none"> <li>• Congratulations to the medical benefits team, association leaders and Human Resources for reaching 100% enrollment.</li> <li>• Fall comparison results are in: 2007 fall comparison to 2008 fall enrollment – we are up 14%!</li> </ul>
SEM Task Force Report	<p>SEM (Strategic Enrollment Management) Taskforce Report: SEM is an ongoing planning process that takes into consideration, internal and external factors that help inform and direct where we go in regard to students, our community, it helps to be framed by our mission and goals and we need to be responsive to what is happening in the market place and the environment. Diane Drebin shared a PowerPoint presentation of the SEM Taskforce Report dated September 4, 2008. The charge for the taskforce is to develop a 3-5 year SEM plan based on recommendations from the AACRAO consulting final report. A few items covered in the presentation were: <b>[handout 1]</b></p> <ul style="list-style-type: none"> <li>• The definition of Strategic Enrollment Management</li> <li>• Why SEM? Why Now? SEM speaks directly to accreditation standard #1, will help us live and demonstrate our mission, help us understand the fluctuations in enrollment, become proactive instead of reactive to where we are going, and needs to be a part of our overall institutional planning.</li> <li>• Our Approach to SEM Planning</li> <li>• Intended Outcomes of Phases I-IV</li> <li>• What was learned in regard to enrollment hierarchy of needs?</li> <li>• Phase II &amp; III: Engagement and examples of taskforce work, communication and prioritization</li> <li>• Plans for implementation: Taskforce proposal and AACRAO recommendations</li> <li>• Outcomes: CCC needs to clarify goals; data and infrastructure are areas in need of critical review at CCC</li> <li>• A 30 member SEM Taskforce was charged with moving forward with 21 recommendations.</li> <li>• Final outcome of Phase II: Draft implementation plan by the taskforce</li> <li>• Shared highlights of taskforce work: PowerPoint study of <i>The CCC Student</i> (Judy Redder); Working template (entire scope of work put together by the full taskforce); Research cluster (addressing research and reporting/a proposal for the Knowledge Network) Rationale and timeline for marketing strategy.</li> <li>• Phase III: Communication and Prioritization (part of this process is what is being shared today for discussion)</li> <li>• As a College community our final step will be to approve and adopt this final plan with a report out to the Board of Education in December.</li> </ul> <p>Only 5 of the 21 recommendations were presented today for input and feedback: <b>[handouts #2 &amp; 3]</b>  Representatives from the task force presented:  Jessica Walter presented information on the Access Cluster, AACRAO Recommendation #15:</p> <ul style="list-style-type: none"> <li>• Reviewing current placement testing policies and research best practices.</li> <li>• Implementation of mandatory placement testing policy</li> </ul>

Becky Ogden presented information on the Teaching and Learning Cluster, AACRAO Recommendation #13:

- Goal to increase understanding of cohorts and how this could be expanded at CCC. Assess effectiveness of current cohorts.
- Investigate learning communities and cohort models outside of CCC for best practices.

Tara Sprehe presented information on the Process Improvement Cluster, AACRAO Recommendation #5:

- Reviewing current manual processes and in-person student services with the goal of reducing workload and redirect staff time toward implementing improving how we serve our students.
- Implementation of findings and recommendations from Datatel audits and trainings
- Developing greater utilization of classrooms and event space.

Sharon Parker presented information on the Establishment of an Institutional Research Department, AACRAO Recommendation #2: **[handout #4]**

- Establishing an institutional research department consisting of a director to provide oversight, coordinate creation of campus-wide data definitions and reporting standards, prioritize data requests, and conduct data analysis to inform campus decision making plus a 2<sup>nd</sup> support position to develop reports from Datatel and provides campus wide assistance and training in generating reports from Datatel.
- Taskforce recommendation is a “knowledge network” model to meet the needs of data requests, data analysis, research and reporting.
- Proposal/Intended Outcome: Data informed decision makers that can assess institutional effectiveness and strategic priorities.

Joe Austin presented information on the Enrollment Cluster, AACRAO Recommendation #1.

- Establishing comprehensive enrollment goals for the next 10 years and develop a comprehensive SEM committee and planning process.
- This is to be a standing campus committee with broad representation, a long commitment required and responsible for development, implementation and oversight that remains at the core of the planning process.

Discussion followed on the following topics:

- Full draft implementation plan and recommendations by AACRAO **[handout #2 & 3]**
- Diane asked everyone to review the AACRAO document at the website <http://www2.clackamas.edu/sem/>
- Send feedback form **[handout #5]** to Diane Drebin, Shelly Parini or Bill Zuelke
- Phase III: next steps, having conversation, gathering input and finalizing the plan. This is to be considered the 1<sup>st</sup> reading with Expanded Presidents Council.
- Current cohort capabilities and bundling/clustering several classes together with one course number.
- Knowledge network: a way to infuse data into the institution
- Committee review process: due to our robust committee structure, we need to regularly review who is doing what and be careful not to create parallel groups doing the same work.

Jan Godfrey and Joanne Truesdell thanked everyone (CCC staff and our consultants) for all their hard work and digging in to discover the truth in how we deal with students.

Bill Zuelke offered to meet and present this information anywhere - anytime, at division or departmental meetings etc., and give further information and/or explanation of this document.

**Next Steps:** Upcoming timeline and places the SEM Taskforce Report will be displayed and discussed further:

- VPs meeting on September 22.
- At a table during the College Fair during Friday of Inservice
- Report to College Council in October for a 1<sup>st</sup> reading and Expanded Presidents Council for a second reading

	<p>following within a few weeks.</p> <ul style="list-style-type: none"> <li>• The goal is to have a final approved plan prior to December and bring the report before the Board at the December 12, 2008 meeting.</li> <li>• All CCC staff need to read this document, take into consideration how it affects you and/or your department and give feedback to Diane Drebin, Shelly Parini and/or Bill Zuelke.</li> </ul>
PC Work Plan Review	<p>Joanne Truesdell is in the process of putting together an annual calendar of key dates for meetings such as College Council, Presidents Council, Board and Budget Committee meetings etc., so that we can see where it affects our work.</p> <p><b>Next Steps:</b></p> <ul style="list-style-type: none"> <li>• Budget Committee meets in February so we need to have our tuition discussion prior to February. <ul style="list-style-type: none"> <li>◦ If we present to EPC on October 21st it would give us 12 PC meetings to work through a recommendation process</li> <li>◦ Board wants to study methods of tuition increases that are appropriate. We should have enough time and information by the 21<sup>st</sup> for us to study the higher education price index.</li> </ul> </li> <li>• A more complete timeline (calendar) outlining projects up for review that will include SEM, academic master planning, climate survey, capital projects planning, and tuition issues, etc. This calendar will be sent out each week with the minutes.</li> <li>• September 30th: Initial tuition review and discussion and check in with SEM</li> <li>• September 30th: Finish up discussion on <i>who are we and how do we communicate that?</i></li> </ul>
Job Opening: Classified FT Student Accounts Receivable Specialist, Student Services	<p>Jan Godfrey and Diane Drebin requested opening the position of Student Accounts Receivable Specialist, Student Services. This is the replacement of an existing position. The person in this position plays a major role as part of the team responsible for posting of student records, petty cash and accounts receivable responsibilities.</p> <p>Diane shared that her managers meet with her work teams every time they have an opening to determine whether or not existing staff can absorb the work or if it is necessary to fill the vacant position.</p> <p>There was a call for questions or concerns regarding this position. There were none.</p> <p><b><u>Presidents Council approved the position of Student Accounts Receivable Specialist, to be moved forward.</u></b></p>
College Council Update	<p>Steffen Moller reported that he is looking forward to the first meeting of the new year which is scheduled for October 3, 2008. There is already a robust agenda planned. Some items on the agenda are HR web site, reallocation of student lab computers, Microsoft Outlook migration plan, and web committee – change in the committees charge and membership. Notices have gone out to all divisions requesting representation for College Council. Steffen asked what type of format PC members would like to see when reporting College Council updates to Presidents Council.</p> <p><b>Next Steps:</b></p> <p>When reporting back to Presidents Council from College Council, the following requests were made:</p> <ul style="list-style-type: none"> <li>• If there are attachments to the agenda, of the report itself – please include those.</li> <li>• Present a paper trail: Include second readings, approvals, and summaries from the meeting.</li> <li>• Presidents Council members need to be able to anticipate second readings coming to us.</li> <li>• Give updates on other committees priorities, what they are working on, and share the results.</li> </ul>
<p>Around the Table Updates</p> <ul style="list-style-type: none"> <li>• ASG</li> <li>• Classified</li> <li>• Pt Faculty</li> <li>• Faculty</li> </ul>	<p><u>ASG / Michael Vu:</u></p> <p>Friday, September 19 is new student experience day and new student orientation. ASG members will be team leaders giving tours and welcoming new students. They will also hold a training session for recruiting, educating and informing CCC students interested in student government. They are expecting 540 students to participate in the new student experience day. It is hoped that CCC staff will wear their CCC tee-shirts and western gear on Wednesday of Inservice week.</p> <ul style="list-style-type: none"> <li>• Bill Zuelke shared that new student orientation began 9 years ago and was the first of its kind at a community college</li> </ul>

<ul style="list-style-type: none"> <li>Exempt</li> </ul>	<p>in this area.</p> <ul style="list-style-type: none"> <li>In addition to the retention power, this event is also tied to the 3 for free program and we have had over 118 students picking up the first two credits of the 3 credits. Friday is a full credit day. This is a great value for the student and this institution</li> <li>David Blessman has created a challenge/award for Friday, September 26. The person who welcomes and shakes hands with the most students wins! A prize will be awarded.</li> </ul> <p><u>Classified / Kelly White:</u></p> <ul style="list-style-type: none"> <li>Working on a plan to get new and returning (from summer break) classified staff up to date on SEM.</li> <li>We had 7 applicants for the classified memorial scholarship fund and the Kevin Forney Scholarship. The endowments have grown and disbursements will total \$2,250. Recipients will be announced at the classified luncheon during Inservice.</li> <li>Joanne Truesdell asked Kelly to be sure and let Janet Paulson know the names of the recipients following the luncheon so that she can post the information to the FYI page.</li> </ul> <p><u>PT Faculty / Rosemary Teetor:</u></p> <p>There is a 3 days to better teaching series of workshops going on now. There has been high part time faculty enrollment.</p> <p><u>FT Faculty / Bill Waters:</u></p> <p>Bill thanked Joe Austin and IT staff members who worked very hard to create an accurate and up-to-date distribution email list of faculty members.</p> <p>Thanks to BJ, Human Resources and Courtney for all their work on the healthcare assistance, planning, and registration. For some families this meant a 30% decrease in costs for health care insurance and has greatly increased the quality of life for our working families.</p> <p>There will be more information and comments from the Faculty Senate following the retreat on September 18<sup>th</sup>.</p> <p><u>Exempt / Bill Zuelke:</u></p> <p>Bill Zuelke reminded everyone of the internal college fair during Inservice week in the Community Center from 9-12:00 p.m. on September 26<sup>th</sup>. This is your chance to share and learn about what is happening in different departments around our campus, this is a chance to strut your stuff to your peers! Please contact Dena Gillenwater for information and space availability at ext. 2557.</p>
<p>Other Announcements</p>	<p>Scott Giltz spoke about the Green Grant awarded to CCC in the amount of \$335,000 from the state to identify, promote, and develop curriculum and partnerships with business and industry in the area of sustainability. This will serve as a catalyst for renewable energy strategies within the county for all of us. A press release went out today and the sustainability grant is featured in the Portland Business Journal.</p> <p>Jan Godfrey announced that the VP interview committee is convening today. They will be looking at 20 applications and determining who to bring on campus for interviews.</p> <p>Bill Leach shared that Monday, September 22; smoking is officially banned on campus except in designated smoking areas. Signage is in place and there will be soft enforcement until mid term. Harmony is a smoke free facility, we cannot regulate OIT. Smoking will be allowed in the parking lot. Plans are in process for the building of two designated smoking areas at the Wilsonville campus.</p>

	<p>Steffen Moller announced that the <i>three days to better teaching</i> workshop took place yesterday, September 16. Cyndi Andrews was a speaker at the event and shared that there was a lot of good discussion surrounding measureable student outcomes.</p> <p>Cyndi gave a reminder that the Harmony Grand Opening will be overlapping with ESL registration. We expect minimal interruptions. ESL testing is on the first floor of Harmony at the end of the hallway on the left so please be sensitive to students needing direction.</p> <p>Shelly Parini announced that Janet Paulson led a large cast of community investors in a process of analyzing and improving the gray matter of the schedule of classes. She thanked everyone involved in the process and asked for feedback.</p> <p>Theresa Tuffli reminded everyone that the Harmony Grand Opening is tomorrow, September 17<sup>th</sup> and hopes to see everyone there.</p> <p>Maureen Mitchell shared that CCC staff and students have been hard at work getting settled at the new Harmony Campus. Tomorrow, Clackamas County Health is offering free immunizations tomorrow from 2:30-4:00 p.m., Harmony Lab room 350 on the 3<sup>rd</sup> floor; flu shots, flu mist, diphtheria, pertussis and tetanus.</p> <p>Shelly Parini announced that a press release is going out today to the media and campus community.</p>
<i>President's Report</i>	<p>Joanne Truesdell gave a brief update:</p> <ul style="list-style-type: none"> <li>• Unemployment is up 6% and increasing and sets the tenor at the legislative sessions.</li> <li>• Decline in stock market / this type of contraction will continue to increase our unemployment as companies restructure. Last year we learned that for every 1% in unemployment we will probably receive about the same in enrollment.</li> <li>• Customized training is hosting an open house on September 25th from 3-6:00 p.m. in DeJardin. Business leaders will be on campus so if you have an opportunity to be there please do so.</li> <li>• Inservice, Wednesday, September 24: Cowboy up! Put on your best western attire possible!</li> </ul>
<p><b>UPCOMING MEETING DATES in 2008-09:</b>  <del>9/23</del> (no meeting), 9/30, 10/7, 10/14, 10/21 (expanded), 10/28, 11/4, <del>11/11</del> (no meeting), 11/18 (expanded), 11/25, 12/2, 12/9, 12/16 (expanded), <del>12/23</del> (no meeting), <del>12/30</del> (no meeting)...</p>	
<p><b>FIND PRESIDENTS COUNCIL NOTES at</b> F:\1MINUTES\Presidents Council\2008-09</p>	
<p><b>NUMBER OF HANDOUTS TO BRING:</b> Presidents Council – 20 copies; Expanded Presidents Council – 35 copies</p>	
<p><b>PRESIDENTS COUNCIL MEMBERS:</b> Joanne Truesdell, Courtney Wilton, Shelly Parini, Jan Godfrey, Steffen Moller (Chair of College Council), Debbie Jenkins, (Recorder), Kelly White (Clsfd Pres), Bill Waters (FTF Pres), Bill Zuelke (Exempt Pres), Rosemary Teetor (PTF Pres), Michael Vu (ASG Pres), BJ Rinearson (Director of Human Resources)</p> <p><b>EXPANDED COUNCIL MEMBERS:</b> PC Members plus Cyndi Andrews, Joe Austin, Bill Briare, Diane Drebin, Scott Giltz, Bill Leach, Karen Martini, Maureen Mitchell, Chris Robuck, and Theresa Tuffli.</p>	