



CENTRAL OREGON
community college

Board of Directors' Meeting AGENDA

Wednesday, November 12, 2008

6:00 PM

Christiansen Board Room,
Boyle Education Center

TIME**	ITEM	ENC.*	ACTION	PRESENTER
6:00 pm	I. Call to Order			Garrett
6:05 pm	II. Introduction of Guests			Garrett
6:10 pm	III. Agenda Changes			
6:10 pm	IV. Public Hearing and Testimony			
	A. Citizen Request to address the Board			O'Connell <input type="checkbox"/>
	B. Sabbatical Year Update			Mays <input type="checkbox"/>
6:25 pm	V. Consent Agenda***			
	A. Minutes			
	1. October 8, 2008 - Minutes	5.a1	X	Smith
	B. Approval to Hire			
	1. New Hire Report (October 2008)	5.b1	X	Buckles
6:30 pm	VI. Information Items			
	A. OSU-Cascades' Strategic Plan			Sloane <input type="checkbox"/>
	B. Blackboard Update			Middleton <input type="checkbox"/>
	C. Institutional Effectiveness & Board Priorities	6.c		McCoy <input type="checkbox"/>
7:25 pm	VII. Old Business			
	A. Bond Election Review			Paradis/Middleton <input type="checkbox"/>
7:40 pm	VIII. New Business			
	A. 403(b)s Plan	8.a*		Dona <input type="checkbox"/>
7:50 pm	IX. Board of Directors' Operations			
	A. Board Member Activities			
	B. OCCA Update			Lee ^A
	1. OCCA News Update	9.b1		
	2. Draft-2009 OCCA Initiatives	9.b2		
	3. Draft 2009 OCCA Legislative Positions	9.b3		
8:20 pm	X. President's Report			
	A. Pending Retirement (Jim Jones VP & CFO)			Middleton <input type="checkbox"/>
	XI. Dates			
	A. OCCA Annual Conference, November 21-23, 2008			
8:35 pm	XII. Adjourn			

* Material to be distributed at the meeting (as necessary). ** Times listed on the agenda are approximate to assist the Chair of the Board.

*** Confirmation of Consent Agenda items submitted by the President. Any item may be moved from the Consent Agenda to Old/New Business by a Board Member asking the Chair to consider the item separately. = indicates a presentation will be provided. ^A = indicates the presenter is available for background information if requested.



CENTRAL OREGON COMMUNITY COLLEGE
BOARD OF DIRECTORS' MEETING
Wednesday, October 8, 2008 – 6:00 PM
Christiansen Board Room, Boyle Education Center

PRESENT: Dr. Ronald Foerster, Dr. Joyce Garrett, Anthony Dorsch, Charley Miller, Connie, Lee, John Overbay, Donald Reeder, Ron Bryant-Board Attorney, Dr. James Middleton-President, Julie Smith-Board Secretary.

CALL TO ORDER: Dr. Ronald Foerster, Chair

INTRODUCTION OF GUESTS: Andrea Henderson, Executive Director, OCCA-Oregon Community College Association, Jim Jones, Matt McCoy, Eric Buckles, David Dona, Ron Paradis, Kathy Walsh, Mary Jeanne Kuhar, Diana Glenn, Eddie Johnson, 2008-09 Faculty Forum President; Lonna Carnahan, Joe Viola, Lisa Bloyer, Jim Weaver, Carol Moorehead, Dan Cecchini, - Barbara Klett, Laura Hildebrandt, Laura Goetz with Boy Scouts: Kevin Klett, Nathan Hildebrandt and Evan Goetz.

AGENDA CHANGES: *Additions: Approve to Hire (Barry) Exhibit: 5.d; Financial Statements Exhibit: 6.d.*

PUBLIC HEARING AND TESTIMONY:

Ms. Andrea Henderson-Executive Director of the Oregon Community College Association (OCCA) visits each of the 17 community colleges throughout the state on a yearly basis.

Ms. Henderson presented board member Ms. Connie Lee with a “Thank You” plaque for the “fabulous” job Connie has done in the serving and giving of her time this past year as president of the OCCA Board of Directors.

She gave an update on strategies for the upcoming Legislative Session which begins January 12, 2009. Ms. Henderson reviewed that the initial community college budget funding request was for \$621M, but with the recent economic conditions in Oregon and throughout the nation, expectations have been reduced to approximately \$550M.

She reported the Governor has announced Oregon is currently in a “recession” with that, OCCA is pushing the message to the Legislature not to repeat the mistakes of the 2003 economic downturn when funding was cut from \$463M to \$411M – and as a result, enrollment headcounts declined by 70,000 students. Ms. Henderson noted that when the economy is not doing well - it’s the worst time to cut community college budgets. OCCA is reminding legislators that we can’t repeat the mistakes of 2003.

Ms. Henderson reviewed that the annual OCCA Convention will be held at the Salishan Spa and Golf Resort on the Oregon Coast – November 21-23.

The Board of Directors and President Middleton thanked Ms. Henderson for her attendance and report.

CONSENT AGENDA:

Mr. John Overbay moved to approve the Consent Agenda with the additions of Exhibits: 5.d and 6.d. Mr. Donald Reeder seconded. MCU. Approved. M10/08:1

BE IT RESOLVED that the Board of Directors' reviewed and approved the Executive and Regular Meeting Minutes of September 10, 2008 (Exhibits: 5.a1 & 5.a2);

BE IT RESOLVED that the Board of Directors reviewed and approved the September 2008 New Hire Report (Exhibit: 5.b1);

BE IT RESOLVED that the Board of Directors' approves the employment contracts for Wheeler (Exhibit: 5.c); and Barry (Exhibit: 5.d).

INFORMATION ITEMS:

Financial Aid Overview & Recent Updates (Handout: 6.a)

Ms. Alicia Moore-Dean of Student Services and Mr. Kevin Multop-Director of Student Financial Aid, gave a PowerPoint presentation reviewing financial aid updates and how they impact COCC students.

Mr. Multop noted that this year, financial aid distribution is notably up, especially in grant funding from the state of Oregon with a 93% increase in dollar awards to COCC students. He reported that this fall, COCC has awarded more than \$5M in loans, grants and scholarships from the COCC Foundation.

Ms. Moore reviewed

- COCC's generous Scholarship program
- Financial Aid Processing
- FAFSA Applications and Processing (record-setting receiving of financial aid applications)
- Oregon Opportunity Grant.

Ms. Moore expressed appreciation and sincere thanks for the hard work and good job demonstrated by the - Financial Aid Office, Front Line Staff, COCC Foundation, Admissions & Records Department, and the CAP Center.

Update: Instruction and the Enrollment Challenge

Dr. Kathy Walsh-Vice President for Instruction, and Instructional Deans Mary Jeanne Kuhar and Diana Glenn reported on the instructional changes implemented to accommodate the current approximately 20% enrollment increases.

The changes include:

- hiring of part time instructors
- 30 classes added
- addition of classroom space
- increases in program and class size
- additional "Online" and "Hybrid" classes.

Potential Impacts on COCC from National Fiscal Uncertainties (Handout: 6.c)

President Middleton, Mr. Jim Jones-Vice President & Chief Financial Officer, and Mr. David Dona-Associate Chief Financial Officer, reviewed current and future potential budget implications and impacts of the recent economic conditions from the local, state and national level. Dr. Middleton indicated that though the State is entering a challenging economic period, COCC contingency planning and enrollment growth both last year and this fall will help COCC weather the challenges comparatively better than many other institutions.

Mr. Dona reviewed "Safety of the College Assets and Investments"

- Investments in the local government investment pool is conservative but does carry some risk
- Banks that hold College cash reserves, currently maintain positive ratings – both banks are qualified depositories
- College Insurance.

Financial Statements (Exhibit: 6.d)

The Board of Directors' were apprised of the October 2008 Financial Statements.

BOARD OF DIRECTORS' OPERATIONS:

Board Member Activities

Mr. Dorsch	Two Phone Conversations regarding the Bond Measure Tractor in Deschutes County Fair Parade advertising COCC 12 th year with the COCC Band
Mr. Overbay	COCC Foundation Fund Raiser at Anthony's Homeport Restaurant Spoke w/Matt McCoy about the enrollment increases
Ms. Lee	COCC Yes – Bond Campaign Evaluator for Scholarship Applications
Mr. Reeder	COCC Yes – Bond meeting at St. Charles Several Bond Campaign meetings
Mr. Miller	Evaluator for Scholarship Applications Included Bond information flyers re: "COCC Yes" in business statements
Dr. Garrett	Attended two of President Middleton's community presentations in Prineville re: the COCC Bond Measure Met w/Diana Sloan re: OSU-Cascades Worked with 2 groups re: Grants and partnering with COCC
Dr. Foerster	Board Retreat on August 21 Several meeting with President Middleton Participated in several political meetings and spoke of the importance of passing the COCC Bond Measure

Signed "Top Beam" on the Student Center
Emailed several people re: COCC Yes – Bond Measure
Encouraged votes for the COCC Bond Measure during golf game
Appointed to the "Juniper Ridge" management board

OCCA Update (Handout: 7.b)

Dr. Joyce Garrett distributed flyer "10 Things You Need to know About Oregon's Ethics Law" from the OCCA Board Skill Boost program she attended July 10-12 in Newport, Oregon.

PRESIDENT'S REPORT

Update on Bond Information Activities

President Middleton reported that he along with Mr. Matt McCoy-Vice President for Institutional Advancement, Mr. Ron Paradis-Director of College Relations, and Ms. Alicia Moore-Dean of Student Services, are currently in the process of completing 58 community presentations throughout Central Oregon regarding the COCC Bond Measure.

Mr. Donald Reeder-COCC Board Member, Mr. James A. Diegel-President & CEO of Cascade Healthcare Community and Mr. James A. Henry-CEO of Mountain View Hospital in Madras, Mr. Neil Bryant of Bryant Lovlien & Jarvis, PC Attorneys at Law, have also been involved with COCC Bond presentations to community groups and organizations.

Ms. Connie Lee gave an update on the "COCC Yes" Bond Measure committee that has raised \$47,000. to buy Central Oregon television and radio spots - advertising the COCC Bond.

Ms. Lee thanked all committee members and others who've worked hard on the fund raising efforts getting the word out to support the COCC Bond Measure.

President Middleton reminded the Board of the upcoming OCCA Convention at Salishan Spa & Golf Resort, November 21-23.

ADJOURN: 8:25 PM

APPROVED;

ATTEST TO;

Dr. Ronald Foerster, Chair

Dr. James E. Middleton, President

Central Oregon Community College

New Hire Report

October 2008

Name	Date Hired	Job Title
Confidential/Supervisory Full-Time		
McKenzie, Karen	10/13/2008	Administrative Assistant-VP of Instruction
Temporary Hourly		
Ahsoon, Emily	10/1/2008	Office Specialist
Campbell, April	10/7/2008	Student Worker
Colker, Debbie	10/9/2008	Simulator Instructor
Glasser, Amanda	10/1/2008	Notetaker
Golombek, Chase	10/1/2008	Math tutor
Hardy, Jason	10/1/2008	EMT Lab Assistant
Haynie, Laura	10/8/2008	Notetaker
Klawitter, Vern	10/1/2008	Notetaker
Massey, Nicholas	10/10/2008	Student Worker
McCall, Kim	10/1/2008	EMT Lab Assistant
Metcalfe, Rachelle	10/10/2008	Student Worker
Poling, Mark	10/15/2008	EMT Lab Assistant
Scripture, Arthur	10/6/2008	Lab Assistant - Automotive
Stone, Kenley	10/1/2008	Math, Spanish Tutor

Institutional Effectiveness at COCC | 2007- 2009

BOARD PRIORITY

Access and Success – Strengthen student and community access to educational opportunity and success

METHOD

By continuing progress in our partnership with Regional Employers

MEASUREMENT

- ✓ **Developing Career Technical Education (CTE) programs to address local industry needs**
- ✓ **CTE Advisory Committees & Assessing Student Learning**
- ✓ **Continuing Education - Business & Professional Development Addressing Short-Term Industry Training Needs**

TARGET

Targets are emerging through work on the Institutional Strategic/Comprehensive Plan, the Strategic Enrollment Management Plan and Instructional Planning and will be incorporated into the Institutional Effectiveness reports as they develop.

COCC STRATEGY & PROGRESS

To achieve targeted progress with student access and success, the Board believes that strategic partnerships are increasingly important. COCC continues to build and strengthen partnerships with regional employers through developing programs and services to address industry need – in both credit and non-credit offerings – as well as involving regional employers in the design and evaluation of programs in an effort to remain responsive to changing industry demands.

✓ **Developing Career Technical Education (CTE) programs to address local industry needs**

In connection with Central Oregon industries, the College is working to expand or add programs in health care and renewable energy. The college received a planning grant from the Oregon Department of Community Colleges and Workforce Development (CCWD) October 2008 to develop a Pharmacy Technician program that will incorporate distance learning as well as practical internship experience in local retail and hospital pharmacies. The program is scheduled to launch fall 2009 or winter 2010.

Feasibility studies are ongoing to evaluate potential programs (or partnerships) in the areas of Physical Therapist Assistant, Diagnostic Cardiac Sonography and Renewable Energy.

✓ **CTE Advisory Committees & Assessing Student Learning**

All COCC Career Technical Education programs are required to have an **advisory committee made up of local and/or regional employers**. The advisory committees assist with program design and evaluation, community networking, student recruitment, legislative advocacy, fundraising, and acquiring equipment donations. These activities aid tremendously in the College's ability to provide a quality learning experience for students.

All COCC CTE programs are currently engaged in **program level assessment**, which involves – as a first step – the articulation of program specific student learning outcomes. In other words, what do we want a student to know and be able to do after completing a program. The programs work with their advisory committees and industry standards to establish the program specific outcomes. From there, methods of measuring student learning in relation to the outcomes are established. Both direct and indirect measures of assessment are used.

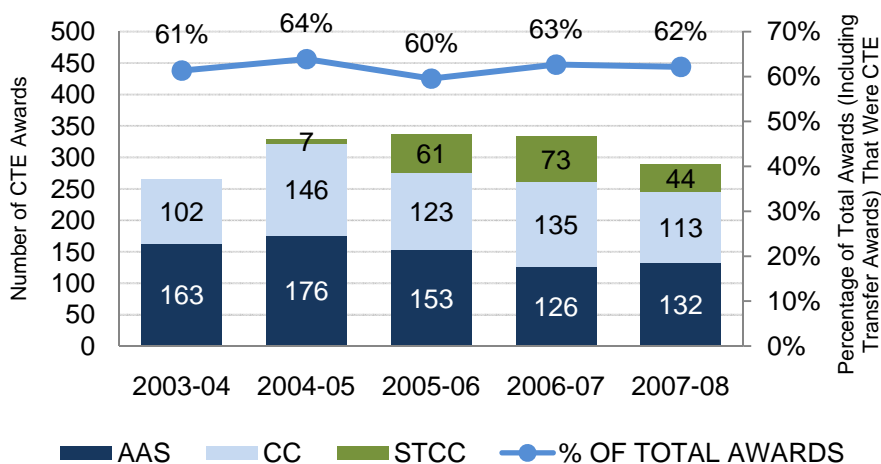
Institutional Effectiveness at COCC | 2007- 2009

Direct measures of student learning seek to include pre- and post-testing, evaluation of projects and student portfolios. The CTE programs are working to develop these measures and progress will be shared with the Board in the near future.

Indirect measures of student learning seek to include retention/graduation trends, licensure pass rates, job placement data and feedback received from students, graduates and employers – usually through surveys and/or focus groups. **CTE graduation trends** and **licensing exam pass rate** information provided below.

Job placement data and constituent feedback information is not included because it is not systematically collected and analyzed across all programs. The College is working to address this need.

Career Technical Education Graduation Trends



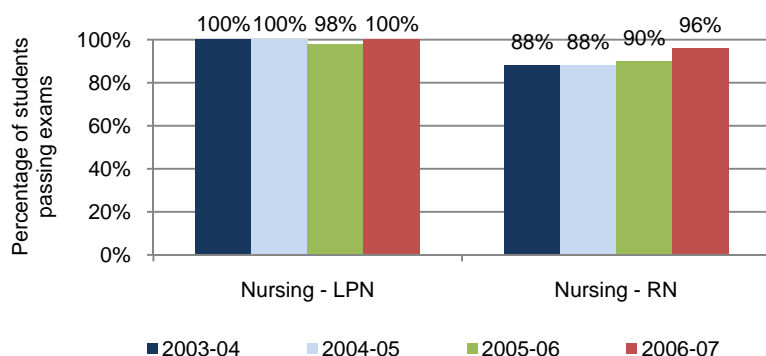
CTE awards averaged 62% of all awards since 2003-04

For 2007-08 total CTE awards decreased by 13% from 2006-07 but remain 62% of total awards.

AAS: Associate of Applied Science
CC: Certificate (one and two year)
STCC: Short-Term Certificate (less than one year)

Six of COCC's Career Technical Education programs offer or require one or more licensure tests: Dental Assisting, Medical Assisting, Emergency Medical Services, Health Information Technology, Massage Therapy and Nursing. The licensing pass rates for the Nursing Program are provided below.

Licensing Pass Rates for COCC Nursing Program



From 2003-04 to 2006-07, the College has averaged a 95% pass rate for all students taking the various licensing exams.

This exceeds the 93% target set for all Oregon community colleges in *Key Performance Measure 11* established by Oregon's Department of Community Colleges and Workforce Development.

Contact the Institutional Research Office for additional information on licensing pass rates – IR@cocc.edu

Once data of this nature is collected, the advisory committee works with the program to analyze the information and consider appropriate program changes which could include curriculum changes, additional resources and/or revisions to the assessment plan.

Institutional Effectiveness at COCC | 2007- 2009

✓ Continuing Education - Business & Professional Development Addressing Short-Term Industry Training Needs

COCC's Business Development Center (BDC) supports entrepreneurs in creating, growing and running a successful business through one-on-one counseling and training workshops. Strategies and practical skills necessary to create, operate and/or expand a successful business are provided. The confidential business counseling assists clients prepare a business plan, discover new markets, develop marketing strategies, buy/sell or finance a business, identify resources and more. The BDC is a member of the Oregon Small Business Development Center Network (OSBDCN), which consists of 20 centers statewide, and is part of a national network serving over 500,000 small businesses annually.

For businesses of one-year or more ready to further their professional development, the BDC offers the **Small Business Management Program (SBMP)** - a year long program consisting of monthly one-on-one advising and evening classroom sessions. The program has openings for 27 businesses each year.

2008 Small Business Management Program Participants

BEND

Alder Creek Kayak & Canoe
Baptista Tile Company
Big Mountain Framing
Bridge Masters Inc
CAC Transportation Inc
CS Construction

Evergreen Plantscapes
Get Wireless Inc
GGL Architecture LLC
Great Northern Window
Heritage Furniture
Legum Inc

Red Carpet Events
Royal Drywall
Silver Moon Brewing
Two Guys Painting Inc
Vocalbooth.com
Wild Heart Cycling

REDMOND

Redmond Athletic Club

PRINEVILLE

Fab-Tech LLC

CULVER

Culver Marine

SISTERS

Solid Rock Granite
O'Keefe's Hand Cream
Design Strategies Inc

SUNRIVER

Central Oregon Curb Appeal
Affordable Yard Care

COCC's Customized Training Program provides training tailored to the unique needs of each business. Banks, manufacturing companies, construction companies, local Government and others utilize COCC to deliver a variety of training programs to employees ranging from workplace safety to advanced technology. Client companies name the time, place, budget and outcomes and COCC - using expert staff from throughout the State – creates customized training programs to meet their needs.

A sampling of current clients include *Structus Building Technologies, Cessna Aircraft Company, Contact Lumber, the Cities of Redmond, Sisters and Prineville, Deschutes County, PV Powered, Sunwest Builders, Mid Oregon Credit Union, Jeld Wen Communities, Bend Memorial Clinic and Mt. View Hospital District.*

Professional Development at COCC, in collaboration with regional employers, provides short-term job and skill training. Professional training seminars and workshops - complimenting COCC's credit programs – support local professional growth and include: Tax Preparation, Human Resource Management Training, Yoga Teacher Training, Pharmacy Technician and Sustainable Building Advisor.

Continuing Education opportunities are also available for professionals in landscape, medical, nonprofit, education, construction, massage therapy and more.

Institutional Effectiveness at COCC | 2007- 2009

Fall 2007, the College began offering events that featured national speakers. The first offering was the *Disney Management Institute* with 230 business people attending the full day program. This year a half-day session attracted 195 attendees.

Business Development Center (BDC)

	2005-06	2006-07	2007-08
Hours of Business Counseling	1,386	1,403	1,382
Counseling Clients Served	286	356	359
Training Events	65	77	67
Training Participants	837	1,046	1,003
New jobs generated by clients	67	61	82
Jobs retained by clients	192	84	105
Client Capital Formation	\$1,870,995	\$1,776,829	\$12,368,785

Business & Professional Development (BPD)

	2005-06	2006-07	2007-08
Number of Businesses Utilizing Training Services	24	18	26
Number of Trainings Conducted	31	32	54
Number of Employees Trained	401	724	576
Total FTE	7.67	10.47	13.87
Total Training Hours	3,916	5,340	7,075

New Directions...

COCC's Business Development Center will introduce **new services** for 2008-09. In partnership with the Central Oregon Environmental Center it will provide Sustainability advising to graduates of the Small Business Management Program. The BDC also recently added on-line short term business counseling to our *Biz Help!* Directory - <http://bizhelp.cocc.edu> by offering "Ask Dr. Biz". The Directory is currently averaging 70 visitors per day. In addition, the Oregon Small Business Development Center Network purchased software that enables BDC to provide in-depth financial analysis for businesses.

Professional development **offerings expanded** to include Professional Bookkeeping and Ophthalmology Assistant. Professional development needs in construction management and training for renewable energy professionals (both entry-level careers and continuing education for those in professions) is also being researched with local businesses. The goal is to increase business partnerships through Business & Professional Development by 10% each year through 2012-13.

In 2007, the BDC **received awards** in *Capitalization, Increased Sales* and *SBA Loans*. In the areas of *Jobs Created, Jobs Retained, Capitalization* and *SBA Loans*, COCC's BDC program was the winner when compared to other BDC programs of like size in Oregon.

Institutional Effectiveness at COCC | 2007- 2009

WHAT NEEDS TO BE DONE

As mentioned previously, the CTE programs are working to develop direct measures of student learning which will require ongoing staff time and resources ▪ The College will also continue developing additional indirect measures of student learning and begin collecting more information on student employment post certificate/degree attainment. Revisions are being made to the graduate survey process to accommodate collecting this type of information ▪ The College also has many small Career Technical Education (CTE) programs with one or at most two faculty members. In these programs, faculty student advising loads become unmanageable and will need to be addressed

FACTORS AFFECTING RESULTS/PROGRESS

As people face job challenges or layoffs due to the economy, some are returning to school to improve their skills or retrain for new careers. In some cases, these students may not be ready to take College level classes and more remedial courses will need to be offered.

Due to the College's recent credit enrollment growth, staffing levels to teach and support the additional students will also need to be reviewed.

ABOUT THE DATA

The chart information provided on page 2 was provided by Chris Egertson, Research Specialist. For more detailed information, contact Brynn Pierce in the Institutional Research office – ir@cocc.edu

Contributions to the narrative supplied by Carol Moorehead, Dean of Continuing Education and Extended Learning, Beth Wickham, Director of Continuing Education and Business Development Center, Kathy Walsh, Vice President for Instruction, Diana Glenn, Instructional Dean, Mary Jeanne Kuhar, Instructional Dean and Matt McCoy, Vice President for Institutional Advancement.

The full report was coordinated and prepared by Brynn Pierce, Institutional Research.

Institutional Research Office
Central Oregon Community College
IR@cocc.edu



The complete [2007-09 Institutional Effectiveness](#) and Board Priorities series is available online
From the home page, go to Campus Visitors → About COCC → COCC Facts & Figures
Click on Institutional Effectiveness in the left column.

OCCA News

OCCA Press Release – Community College Enrollment Soars

On October 7, 2008, OCCA issued a press release on Oregon community colleges' soaring enrollment rates, which are up by 10 to 20 percent across the state. <http://www.occa17.com/web-data/PDFs/OCCA%20Media%20release%207Oct08.pdf>

Financial Aid Update

Data released by the Oregon Student Assistance Commission (OSAC) last week show that the largest growth in the applications for student financial aid has come from community college students. Based on both current data and projections, OSAC estimates that financial aid applications from community college students are up about 13 percent. One of the most striking drivers of this growth is a substantial increase in applications from independent students who are 24 years of age and younger. The number of students in this category filing for financial aid is up 40 percent over last academic year. Over half of this category of applicants claims income of under \$10,000 a year.

What this may signify is the return to post-secondary education of a cohort of students lost after deep budget cuts to community colleges during Oregon's last recession in 2003, said Brett Rowlett, an Opportunity Grant Analyst for OSAC. It also appears that efforts to better publicize the grant may be paying off, and that many Oregonians simply did not know they had access to grants to go to college. Implementation of the Shared Responsibility Model of the Oregon Opportunity Grant has meant that many more Oregonians are eligible for the Opportunity Grant than were before the program was redesigned in the 2007 legislative session. The new model made changes such as the inclusion of half-time students who were previously ineligible and also allowed the program to reach families with higher incomes, though higher income families receive lesser award amounts.

The new program and the economic downturn have made predicting growth in the program difficult and required OSAC to request \$4 million in additional funding from the legislative Emergency Board in September, which the Board granted. However, even this additional appropriation is unlikely to cover all of the students who apply.

Seismic Rehabilitation Update

In 2005, the legislature passed Senate Bill 2, which required that the state conduct a seismic needs assessment for buildings with a capacity of 250 or more used by K-12 schools, community colleges, hospitals, fire stations and police stations. In addition, Senate Bill 3 established a seismic rehabilitation grant program that would begin in 2007, leading to seismic rehabilitation projects using Article XI-M bonds for education buildings.

Joe Johnson (OCCA) and Al Newnam (CCWD) have attended the newly formed Oregon Emergency Management's Seismic Rehabilitation Grants Committee meetings on behalf of all Oregon community colleges. They report that although Department of General Services asked for \$500 million, no seismic funding has been included in the Budget and Management request for 2009 legislative session. However, Senate President Peter Courtney has stated his belief that seismic projects should be funded during the upcoming session. The Governor's office also has seismic rehabilitation on its priority list but must also fund other projects, such as the state mental hospital, road improvements and prisons, within the existing bond capacity of the state. It is difficult to predict if funding will be provided for

seismic rehabilitation projects due to the current economic crisis. Joe and Al will update presidents, business managers, and facility directors on the application process and guidelines for seismic rehabilitation as they are finalized.

Ethics Reform Legislation Update

Karen Smith, OCCA General Counsel, recently meet with Oregon Government Ethics Commission staff to discuss a provision in the new ethics reform legislation that allows statewide associations of public entities to draft their own rules interpreting Oregon's ethics law. These rules would provide a safe harbor for college staff and board members who follow them. The Ethics Commission has not yet acted on any statewide association rules so this is a new process. Karen will be working with the Ethics Commission to develop OCCA rules. In the meantime, feel free to contact Karen (541-929-5781) if you have any concerns or questions about the new ethics law or if you would like her to provide an overview of the new requirements to your staff or board members.

OCCA Board Meeting

The OCCA Board met on October 3, 2008. A brief summary of the discussion:

- The board edited the 2009 OCCA goals and will vote to accept the goals at the next meeting.
- Andrea Henderson's position description was updated and approved.
- Karen Smith updated the board on her meeting with the ethics group to begin drafting ethics rules for community colleges.
- The board reviewed and approved the OCCA legislative positions.
- The OCCA Board gave approval to explore taking on Adverse Impact in the upcoming legislative session.

Community College Board Visits

Andrea Henderson is currently making her yearly rounds attending board meetings at each of the community colleges. In the last two months, she has visited Lane, Clackamas, Chemeketa, Klamath, Blue Mountain, Central Oregon, Columbia Gorge, Tillamook Bay, Clatsop, Treasure Valley, and Linn Benton community colleges.

Economic Development and Community Colleges

Andrea Henderson was able to build connections with members of economic development organizations from around the state at the recent Oregon Economic Development Association Conference. Andrea organized and facilitated a discussion with community college practitioners on how economic development organizations can interact with their local community college. She was joined by Matt McCoy (Central Oregon), Ron Basset-Smith (Chemeketa), and Ross Tomlin (Umpqua), who shared their experiences on community college/economic development partnerships. Thanks to Matt, Ron, and Ross for their participation.

Study: Green Technology Could Create 63,000 Northwest Jobs

The Business Journal recently published an article about a new study which shows that five key green-tech sectors could contribute 41,000 to 63,000 jobs in Oregon and Washington by 2025. The report shows that green technology employment could match the height of the microchip manufacturing sector employment in the region. The study is significant for community colleges who are building sustainable technology

programs. http://www.bizjournals.com/portland/stories/2008/10/06/daily3.html?f=et75&ana=e_du

DRAFT

2009 Oregon Community College Association Initiatives

(Note: Strategic Plan Goals were adopted by OCCA Board in 2006)

Strategic Plan Goal # 1 Access for at least 100,000 additional students to public post-secondary education by the year 2020 given sufficient public investment.

2009 Suggested Initiatives

- Engage key stakeholders in advocacy of the role of community colleges in accomplishing the vision of 20-40-40 as a matter of public policy.
- Promote the value of and funding for community education for local community's life-long learning and workforce development.
- Continue to inform current and prospective students about available financial aid.
- Coordinate public relations campaign with colleges to increase enrollment
- Revise the Strategic Plan Goal #1 to reflect the 20-40-40 vision with shorter milestones and funding needs identified.

Strategic Plan Goal #2 A system for monitoring continuous improvement of the quality of Oregon's Community Colleges to ensure public accountability toward meeting the traditional and emerging needs of the state.

2009 Suggested Initiatives

- Encourage use of and support for funding CCWD efforts to create uniform systems and databases and ensure that the development recognizes local diversity and needs.
- Engage local boards on the student success steering committee report and seek feedback on implementation to ensure statewide efforts reflect local perspectives.
- Advocate community college perspective of accountability and benchmarks before the legislature. Promote measures that enhance college participation among underserved Oregonians.
- Research and share internally information regarding how other states use accountability to impact legislative funding.

Strategic Plan Goal # 3 Strong leadership with all segments of education, policy makers, elected officials, and business leaders to work collaboratively and effectively to meet the access and quality requirements the economy demands.

2009 Suggested Initiatives

- Continue working to improve opportunities for board member development for both local boards and the OCCA Board.

- Continue to provide a board member forum at each OCCA Board meeting.
- Compile a list of resources, including people with expertise in community college issues, for local colleges and boards to use.
- Build relationships with the statewide business community.

Strategic Plan Goal # 4 A structure that empowers a local focus with local decision-making while ensuring coordination on a statewide level.

2009 Suggested Initiatives

- Facilitate a strategic conversation about the needs of and support for under-represented populations with special attention paid to closing the achievement gap.
- Develop content for the statewide conversation about improving access for underrepresented populations that is tied to the 20-40-40 goals.
- Create monthly OCCA report and provide to board representatives to share with their local boards
- Increase exposure to OCCA for local board members
- Create opportunities to share best practices among the colleges.

Strategic Plan Goal # 5 Public investments to insure all Oregonians can successfully access quality programming at community colleges.

2009 Suggested Initiatives

- Develop positions and messaging for the support fund, capitol, financial aid and other program packages as benefit the colleges in the 2009 Legislative Session.
- Lead advocacy work before the 2009 Legislative Session and organize college and stakeholder advocacy.
- Facilitate a position on the CTE funding and any categorical funding through working with the Oregon President's Council and other groups.

UCC Receives \$100,000 Grant

Umpqua Community College's Southern Oregon Wine Institute was among 20 community colleges selected to receive a \$100,000 Wal-Mart Foundation Grant through the American Association of Community Colleges. The grants are intended to assist rural community colleges in their efforts to improve local economic prosperity. <http://www.marketwatch.com/news/story/community-colleges-receive-2-million/story.aspx?guid=%7B22B8B34A-0F55-42BB-A1FB-705DDD1E7A28%7D&dist=hppr>

New OCCA Website

Stay tuned for a new and improved OCCA website! We hope to be up and running by mid-December. The website will have a great new look and will allow us to provide important legislative updates, hot topics, articles of interest, interactive forms, and a more visually appealing newsletter format. As soon as the transition has been completed, we will be sure to let you know.

Upcoming Events and Meetings

Oregon Presidents Council
October 23-24, 2008
Columbia Gorge Community College, The Dalles, Oregon

Oregon Student Assistance Commission
October 24, 2008
Eugene, Oregon

ACCT Conference
October 29 to November 1, 2008
New York, New York

Oregon Presidents Council
November 20, 2008
Sheraton Airport Hotel, Portland, Oregon

OCCA Convention
November 21-23, 2008
Salishan Spa and Golf Resort, Gleneden Beach, Oregon

Oregon Student Assistance Commission
November 21, 2008
Eugene, Oregon

State Board of Education
December 11-12, 2008
Salem, Oregon

Oregon Presidents Council
December 4-5, 2008
Chemeketa Community College, Salem, Oregon

OCCA Board
December 5, 2008
Chemeketa Comm. College-Salem

OCCA Legislative Positions 2009

The Oregon Community College Association is committed to supporting legislation that will advance the interests of Oregon's seventeen community colleges and more than 300,000 students statewide. As part of implementing a long-term strategic plan for community colleges, OCCA will promote legislation during the 2009 Legislative Session that advances the ideals identified by the colleges and stakeholders. This will include a focus on the following principles:

- **Funding** – OCCA will support a balanced increase in the public investment in community colleges for operations, capital, and student financial assistance that meets the post-secondary education and training needs of all Oregonians.
- **Access** – OCCA will support efforts to create opportunities for and remove the barriers to access to post-secondary education and training for all Oregonians.
- **Leadership Structure** – OCCA will support a community college structure that reinforces local control to serve local needs while maximizing responsiveness and collaboration across the educational enterprise at the local and state levels.
- **Quality Education** – OCCA will support efforts that allow community colleges to provide quality education that is responsive and accountable to the community as demonstrated by student and community satisfaction and success.
- **Workforce** – OCCA will support a comprehensive workforce development strategy that recognizes the fundamental role played by community colleges as providers of workforce training and education.
- **Collaboration** – OCCA will support efforts to promote collaboration that is efficient, effective and sustainable among Oregon's community colleges and their partners, including all segments of education, policymakers, business leaders, and elected officials.

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Specific positions that OCCA will advance in the 2009-2011 biennium include:

Support Fund – OCCA supports the student-based funding model as the basis for developing the appropriate level of public investment in community college operations. This represents the cost of providing quality education at all seventeen community colleges and expanding access to meet growing student demands. For the 2009–2011 biennium, OCCA supports a funding level of \$621 million.

Strategic goals: # 1 (access), #2 (quality), # 5 (funding)

Capital Construction – OCCA supports the State Board of Education’s priority list for community college capital construction in addition to funding provided for the community college support fund. OCCA will lobby for \$40 million in capital construction.

Strategic goals: # 1 (access), # 5 (funding)

Oregon Opportunity Grant – OCCA supports increasing state funding of need-based financial aid for community college students. OCCA supports an increase in state Opportunity Grant funding to fully funding the Shared Responsibility Model.

Strategic goals: # 1 (access), # 5 (funding)

Policy Option Packages – OCCA supports state funding for the policy option packages adopted by the State Board of Education, including funding for the career readiness certificate, career technical education, and the continuation of career pathways. OCCA will closely monitor these packages and ensure that implementation of the policy options meets the needs of the colleges and their students. OCCA’s support of the packages, however, is predicated on adequate funding into the support fund to avoid cuts to college budgets.

Strategic goals: # 1(access), # 2 (quality), #3 (collaboration), # 5 (funding)

State Mandates – OCCA opposes state unfunded mandates. OCCA reserves the right to review funded mandates before endorsement. OCCA supports the authority of local community colleges to decide policy and programs that best serve their local community.

Strategic goals: # 4 (structure)

Need-Based Financial Aid – OCCA supports need-based financial aid that increases access to affordable, quality public post-secondary education in Oregon and maximizes state dollars to serve the greatest number of students at Oregon’s community colleges.

Strategic goals: # 1 (access), 5 (funding)

Part-time Students – OCCA supports financial aid that increases access and flexibility for part-time students.

Strategic goals: #1 (access)

Short-Term Degree and Certificate Programs Aid – OCCA supports financial aid that increases access to students enrolled in short-term degree and certificate programs.

Strategic goals: # 1 (access)

Local Control – OCCA supports the existing locally based system of community college governance. OCCA opposes efforts to restrict the ability of locally elected boards to respond to local community and student needs.

Strategic goals: # 4 (structure)

Tuition and Fees – OCCA supports local board authority to set tuition and fees that are appropriate for the students in their communities.

Strategic goals: # 4 (structure)

Statewide Leadership Structure – OCCA will only support changes to the statewide leadership structure that meet the criteria adopted by the OCCA Board.

Strategic goals: # 3 (collaboration), #4 (structure)

Expanded Options – OCCA supports efforts to expand early college opportunities for qualified high school students capable of college-level work and make necessary changes to the existing Expanded Options program to ensure it meets student’s needs. OCCA believes programs should allow for local community college board control and funding should be provided to serve these students.

Strategic goals: # 1 (access), # 3 (collaboration)

Transfer – OCCA supports maximum academic and professional technical course transferability and articulation between Oregon’s post-secondary institutions. OCCA supports the option for continuation and expansion or formal transfer, co-admission/co-enrollment and articulation agreements between community colleges, the Oregon University System and the independent colleges and universities as long as these efforts do not have detrimental impact on the community college mission.

Strategic goals: # 1 (access), # 3 (collaboration)

Accountability – OCCA supports improving community college program quality as identified by key performance indicators. Key performance indicators for measuring program outcomes must be developed collaboratively with state and local community college input. OCCA supports the work of the Student Success steering committee and the additional indicators recommended by the report.

Strategic goals: # 2 (quality)

Data-Driven Policy – OCCA supports efforts to strengthen community college policies, practices, and student outcomes through effective data collection and use.

Strategic goals: # 2 (quality)

Statewide Workforce Initiatives – OCCA supports the designation of community colleges as the primary and preferred provider of workforce training and education in Oregon. OCCA supports community college leadership in the development and implementation of statewide workforce coordination efforts and community college representation at the state, regional and local levels.

Strategic goals: # 1 (access) ,# 3 (collaboration)

Small Business Development Centers (SBDC) – OCCA supports continued state funding of SBDCs through general fund, lottery dollars or both, provided the funding from the general fund is over and above the cost to fund community college operations through the support fund

Strategic goals: # 3 (collaboration)

Individual College Initiatives – OCCA supports legislation brought by individual colleges to the extent the issue has no impact on other colleges.

Strategic goals: #4 (structure)