

# How SWOCC got its “W” back

Save some energy for Monday afternoon for a dynamic session that will have you actively collaborating with the entire campus while challenging your memory and creativity. Your participation will help direct the future of our institution in the areas of assessment, planning, and accreditation.

Monday, Sept. 19, Begins in PAC at 1:30 p.m.

Here at Southwestern Oregon Community College, our name distinguishes us as an institution of higher education and identifies our campus’ location within the state. However, our name has seen some shifting over the last 50 years. Southwestern staff have worked through several versions of the college’s acronym which, at times, has resulted in head-scratching about which abbreviation is official: **Southwestern**, **SOCC** or **SWOCC**.

A look into our history helps to explain the changes our identity has gone through and why our “W” has been subject to a vanishing act with a recent, positive reappearance.

## FOUNDING NAME ESTABLISHED

When the college was created in 1961, its original name was **Southwestern Oregon College (SOC)**. Soon after our inception, Southern Oregon College in Ashland raised objections to the use of that three letter acronym, SOC, as it matched their own abbreviation.

In 1962, the board accommodated Southern Oregon College and halted any confusion over our identity by changing our name to **South Western Oregon College (SWOC)**. This iteration soon came under scrutiny by students and staff who felt splitting the name into South and Western did not provide good flow. Additionally, comments were made that the acronym SWOC was only recognized by area locals and was not readily recognized by people outside our community.

## LEGISLATION CHANGES NAME

In 1965, new legislation required that the word “Community” be added to our name, thus **Southwestern Oregon Community College (SWOCC)** became our official name for the next several decades.

## DOMAIN NEEDS

In more recent years, the use of **SOCC** as our acronym was encouraged by some administration, however, it was never wholly accepted by the local community, staff, and faculty. When we began planning for Southwestern’s web domains and internet addresses, it was decided after using Southwestern.cc.or.us and Southwestern.edu that these addresses were too long and cumbersome to remember. We decided to switch. SWOCC.edu was not available but SOCC.edu was. Since SOCC was already initiated, the shorter acronym was chosen for our domains. A domain name does not determine a college acronym. For example – Portland State University’s domain is pdx.edu but their acronym is PSU.

Although SOCC continues to be included in our web and email addresses, staff and the public who have a long relationship with the College had a tendency to favor using **SWOCC** as our abbreviation.

## SWOCC FINDS IT WAY HOME

Today, administration supports the use of both **SWOCC** and **Southwestern**. However, since our domains, web, and email addresses continue to include SOCC, it can be confusing unless people realize its use is limited to web services.

When writing or communicating, the suggestion is to use the **SWOCC** abbreviation for informal settings and internal communication, while **Southwestern** should be used for more formal items such as outside correspondence, reports and press releases.

This change, which actually aligns the College back to its former identity, is a small but significant reminder that the College has a long and resilient history. This institution was founded to serve the educational needs

of many individuals who have diverse circumstances and a variety of goals for their lives. No matter how much change the College undergoes, whether it is new paint on our building, a new student information system or renaming of our common areas, we are still Southwestern Oregon Community College. Since so much of our community and staff refers to us as SWOCC, we are sporting that “W” back for good.

For in-service, we will be celebrating and preparing for another academic year as **SWOCC**. This isn’t just any year, this is our 50th anniversary, which is a significant milestone of longevity. We haven’t stayed in business by accident, it has taken tireless effort, perseverance and flexibility to stay viable in an environment of financial distress and changing educational requirements. Through it all, we have continued to stay accountable to our students, the public, the state and our accrediting body; the Northwest Commission on Colleges and Universities (NWCCU).

During this in-service session you can communicate where you see yourself in the College’s Core Themes, describe how you plan for future needs, and share your methods for declaring success. Be prepared to laugh as much as you listen, as we each learn more about what others do in their positions across campus. This will be a rare chance to see how individual pieces of this job combine to make the experience called **SWOCC...“W” included!**

### REQUIRED Annual FERPA Training

All SWOCC employees are required to complete **FERPA training each year**. To do this employees should log into to the ANGEL LMS: <http://socc.angellearning.com/>

Under Community Groups, choose the one entitled **FA11 In-Service** and complete the FERPA Training Module by Sept. 30. Staff who need help with ANGEL should contact the Teaching and Learning Center (TLC), Karen Matson, ext. 7345 or Alicia Mueller, ext. 7465

*Honoring Our Past, Lighting Our Future.*



*50 Years!*

# Fall In-Service

**2011-2012**

September 19-24, 2011  
All Staff Date: Sept. 19

**EVENT PROGRAM**

*\*Please see the schedule in the center of this program for additional meeting and location information.*

## Speaker Offers a Session on 'Bounce' Appeal

Barry Moltz gets business owners growing again by unlocking their long forgotten potential. With decades of entrepreneurial experience in his own business ventures as well as consulting countless other entrepreneurs, Barry has discovered the formula to get stuck business owners out of their funk and marching forward. Barry applies simple, strategic steps to facilitate change for entrepreneurs, and gets them growing their businesses once again. Barry Moltz has founded and run small businesses with a great deal of success and failure for more than 15 years.



After successfully selling his last operating business, Barry has branched out into a number of entrepreneurship-related activities. He founded an angel investor group, an angel fund, and is a former advisory member of the board of the Angel Capital Education Foundation. His first book, "You Need to Be A Little Crazy: The Truth about Starting and Growing Your Business" describes the ups and downs and emotional trials of running a business. It is in its fifth reprint and has been translated into Chinese, Russian, Korean and Thai.

His second book, "Bounce! Failure, Resiliency and the Confidence to Achieve Your Next Great Success", shows what it takes to come back and develop true business confidence. Economic cycles come and go. We have been here before and survived. Cheer the good times with parties, awards and trophies.

Mourn the bad times but then let go. Barry demonstrates that developing the resiliency to "bounce" through these cycles of good and bad times determines who ultimately will succeed. Using real life business examples, he shows that with true business confidence, what actions we can take to face our fears, let go of shame and failures, be better risk-takers, and define our own brand of success.

Moltz' third book, "BAM! Delivering Customer Service in a Self-Service World" shows how customer service is the new marketing. Barry is a nationally recognized expert on entrepreneurship who has given hundreds of presentations to audiences ranging from 20 to 20,000. As a member of the Entrepreneurship Hall of Fame, he also has taught

entrepreneurship as an adjunct professor at the Illinois Institute of Technology. He has appeared on many TV and radio programs such as *The Big Idea with Donny Deutsch* and *The Tavis Smiley Show*. He hosts his own radio show, Business Insanity Talk Radio, and writes regularly for American Express's Open Forum, Allbusiness.com, the Huffington Post, the Chicago Tribune's Chicago Now and Crain's Chicago Enterprise City.

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[barrymoltz.com/about-barry/biography/](http://barrymoltz.com/about-barry/biography/)

### Yoga Preparation

#### Yoga Sun Salutations

Meet in Eden if weather is not warm and dry-bring a mat, towel, or blanket

#### Yoga Express

Come As You Are-no need for mats, special clothes, or other requirements-Just come to breathe, stretch, center and relax.

### Quality Matters:

#### Faculty Cohort Project

Presenter: Karen Matson

*Tuesday, 8:30 am, Lakeview rooms*  
Quality Matters (QM) is a faculty-centered, peer review process that is designed to confirm the quality of online and blended courses. QM is a tool that enables us to evaluate if we are aligning our learning objectives with the information we are providing and the assessments we are using to measure mastery. The e-Learning Faculty Cohort will have round table discussions of what the standards are, what they did to address each standard, along with why it is significant.

### Individual Disaster Preparedness

Presenter: James Fritz

*Tuesday, 10:45 am, Lakeview rooms*  
The governor and other civil defense officials have long been recommending that Oregonians have a 72-hour kit in their vehicle or home in the event of a sudden emergency. The earthquakes and tsunamis in the Indian Ocean in 2004 and Japan in 2011

have given us a valuable wake-up call about preparing for a disaster. Information will be presented from a variety of sources to help you build an effective 72-hour kit for yourself and the strategies necessary to survive in a disaster situation.

### Windows 7 & Outlook 2010

Presenter: Karen Matson

*Tuesday, 11 am, Tioga 401*

*Wednesday, 10 am, Tioga 401*

Upgrades have happened during the summer months. To make things seamless, this session will provide tips, tricks, and sharing for Windows 7 and Outlook 2010.

### Stop Test Anxiety Now

Presenter: Ron Bell

*Tuesday, 1 pm, Lakeview rooms*

How often do you hear a student say, "I just don't test well"? That's code for "I have test anxiety and either don't know it or won't admit it." They're discouraged, you're mystified, and grades are going down. In this session you'll have the chance to explore some new ideas on what you can do to reduce the impact of test anxiety in your own classroom.

### Office 2010

Presenter: Karen Matson

*Tuesday, 1 pm, Tioga 401*

*Thursday, 9:45 am, Tioga 405*

(Word, Excel, PowerPoint) - Tips, tricks and sharing for Word, Excel, and PowerPoint 2010.

### Strategies for Working with Disruptive Students

Presenters: Tim Dailey & Karina Smith

*Tuesday, 2:15 pm, Lakeview rooms*

This presentation will assist you by providing strategies on how to manage disruptive student behavior in your class. The pre-

senters will talk about campus guidelines and the appropriate use of campus resources when responding to disruptive students. The Maxient, conduct software, will be reviewed to assist faculty who determine if a conduct report needs to be completed and filed.

### Engaging Students From Poverty

Presenters: Carolyn Byrd, Cheryl Davies, Jessica Engelke

*Tuesday, 3:30 pm, Lakeview rooms*

We have all had them. Students who are late, missing classes, and using numerous excuses to explain why homework is still not done. We know some are not taking their schooling seriously while others seem to be, but have one crisis after another. At this workshop we will take time to discuss how some of these issues are related to a limited (low) income status. Time will be made to "brainstorm" collaborative ways and course-work ideas to deal with these problems.

### Advising Updates

#### all advisors required

Presenter: Tim Dailey

*Wednesday, 8:30 am, Lakeview rooms*

*All Advisors Required*

Advising updates, information on advising for new advisors a multi-departmental effort, and the difference between counselors and advisors.

### Visual Learning

Presenter: Karen Matson

*Wednesday, 8:30 am, Tioga 401*

Visual thinking and learning utilize graphical ways of working with ideas and presenting information. Come explore some cool web2.0 tools to create more visual learning in your classroom.

### Program Evaluations

Presenter: Julia Hancock

*Wednesday, 11 am, Stensland 202*

If you're having trouble reading evaluations during advising this is the training for you. Learn how to help your student by moving courses and possibly petitioning others to meet graduation requirements.

### FERPA/Financial Aid Session

Presenters: Avena Singh & Shawn Liggett

*Wednesday, 11 am, Stensland 203*

*Thursday, 11 am, Stensland 203*

Directors from First Stop and Financial Aid will discuss Financial Aid and FERPA updates. They will also answer any questions faculty may have regarding these or other Financial Aid and Student First Stop Center related topics.

### Illuminate

Presenter: Karen Matson

*Thursday, 8:30 am, Tioga 405*

*Thursday, 11 am, Tioga 405*

Illuminate is a web-based application with two-way audio, multi-point video, interactive whiteboard, application and desktop sharing, breakout rooms, and session recording. Faculty and students can engage as if they were in a traditional classroom. You can have both a face to face presence and an online presence.

### OEBB Insurance

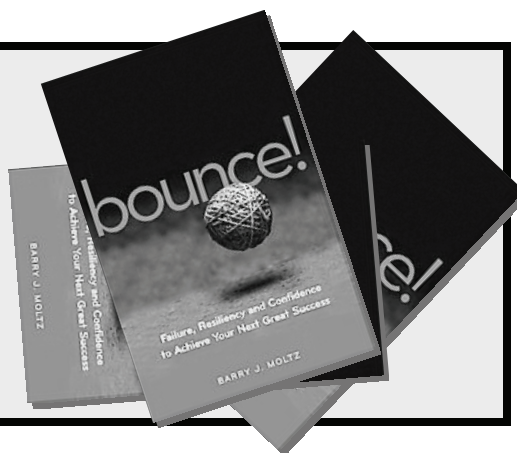
## Open Enrollment

OEBB and all providers will present open enrollment information on September 21 from 1 pm to 3 pm in the PAC with a benefit fair to follow in the black box area in the PAC from 3 pm to 5 pm. All providers will be here to assist in understanding your benefit options.

Laptops and HR staff will be available to assist with completing open enrollment online. All open enrollment entries must be completed by Sunday, September 25, 2011 and all 2011-12 Insurance Plan Choice Sheets are to be turned in no later than noon on September 26, 2011.

### In-Service Gift!

Copies of the title, 'Bounce,' Barry Moltz' book on business resiliency, will be given to the first 145 in-service participants to check-in on Monday, Sept. 19. Additionally, Title III has purchased copies to be housed in the library for staff use.



\*Please see the schedule in the center of this program for additional meeting and location information.

### Constitution Day Quiz

Log into ANGEL and click on FA11 In-Service option to test your knowledge about the Constitutional history of our nation.

<http://socc.angelllearning.com/>



**Southwestern Oregon Community College**  
**Academic Kick-Off Schedule 2011-12**  
Monday, Sept. 19-Saturday through Sept. 24, 2011

**Monday, September 19, 2011**

***Campus Closed for All Staff In-Service***

Time	Title	Presenter	Location
7:15-7:45	Sun Salutations <i>(optional-yoga)</i>	Kris Crusoe	Tioga Lakefront
8-8:30	Continental Breakfast and Conversation	Laker Club/President's Office	Hales Lobby
8:30 - 9:00	Welcome President Scott, New Employees	President Patty Scott	Hales Center
9:00-12	Keynote: The Best Always Bounce	Barry Moltz, Keynote Speaker	Hales Center
12-1:15	Staff Luncheon <i>(Mexican menu)</i>	OCCI	OCCI
1:30-4:30	How SWOCC Got Its "W" Back	President Patty Scott	Hales Center
4:30-4:35	ASG Message	ASG President	Hales Center
4:35	Group Photo	Anne Matthews	Hales-PAC stage

**Tuesday, September 20, 2011**

***All Faculty required to attend all day, others with supervisor approval***

Time	Title	Presenter	Location
7:15-7:45	Sun Salutations <i>(optional-yoga)</i>	Kris Crusoe	Tioga Lakefront
8:15	Beverage Service	Foundation/President's Office	Hales Lobby
8:30-10:30	Quality Matters with Faculty Cohort Project	Faculty Cohort	Lakeview E,F,G
10:30	Break- Beverage Service		Hales Lobby
10:45-12	Individual Disaster Preparedness, 72-hour kits	James Fritz	Lakeview E,F,G
11-12	Windows 7 and Outlook 2010	Karen Matson	Tioga 401
12-12:15	Yoga Express <i>(optional-yoga)</i>	Kris Crusoe	Tioga Lakefront
12-1	Lunch on your own		
1-2	Stop Test Anxiety Now	Ron Bell	Lakeview E,F,G
1-2	Office 2010 <i>(Word, Excel and Power Point)</i>	Karen Matson	Tioga 401
2:15 - 3:15	Strategies for Working with Disruptive Students	Karina Smith/Tim Dailey	Lakeview E,F,G
3:30 - 4:30	Engaging Students from Poverty	Jessica Engelke, Cheryl Davies, Carolyn Byrd	Lakeview E,F,G

**Wednesday, September 21, 2011**

***All Faculty required to attend all day, others with supervisor approval***

Time	Title	Presenter	Location
7:15-7:45	Sun Salutations <i>(optional-yoga)</i>	Kris Crusoe	Tioga Lakefront
8:30-10	Advising Update (All Advisors Required)	Tim Dailey	Lakeview E,F,G
8:30-9:30	Visual Learning	Karen Matson	Tioga 401
10-11	Windows 7 and Outlook 2010	Karen Matson	Tioga 401
11-12	Program Evaluations <i>(Degree Audit for Graduation)</i>	Julia Hancock	Stensland 202
11-12	FERPA/Financial Aid	Shawn Liggett and Avena Singh	Stensland 203
12-12:15	Yoga Express <i>(Optional Attendance)</i>	Kris Crusoe	Tioga Lakefront
12-1	Lunch on your own		
1-3	Open Enrollment OEBB	Rachele Summerville	Hales Lobby
3-5	Faculty Senate	Faculty Senate	Tioga 505
3-5	Benefit Fair **	Rachele Summerville	The Black box Lakeview A

**Southwestern Oregon Community College**  
**Academic Kick-Off Schedule 2011-12**  
Monday, Sept. 19-Saturday through Sept. 24, 2011

**Thursday, September 22, 2011**

**All faculty required to attend all day, others with supervisor approval**

Time	Title	Presenter	Location
7:15-7:45	Sun Salutations ( <i>Optional Attendance</i> )	Kris Crusoe	Tioga Lakefront
8:30-9:30	Illuminate	Karen Matson	Tioga 405
8:30-9:30	Program Evaluations ( <i>Degree Audit for Graduation</i> )	Julia Hancock	Stensland 202
9:45-10:45	Office 2010 ( <i>Word, Excel, PowerPoint</i> )	Karen Matson	Tioga 405
11-12	Illuminate	Karen Matson	Tioga 405
11-12	FERPA/Financial Aid	Shawn Liggett and Avena Singh	Stensland 203
12-12:15	Yoga Express ( <i>Optional Attendance</i> )	Kris Crusoe	Tioga Lakefront
12-1	Lunch on your own		
1-2:30	Division Meetings		
	Allied Health/HPE, Science/Math/Engineering, Nursing	Kris Crusoe	Lakeview E,F,G
	Business Technology, Humanities, Social Science, Career Pathways	Diana Schab	Lakeview E,F,G
	Transitional Education, Tutoring & SUMMIT	Pat Parker	Newmark 215
3-5	Faculty Sub Committee Meetings	Faculty Senate Sub Committees	
	<b>Academic Affairs Committee</b>		Dell 21
	<b>Academic Standards Committee</b>		Stens 201
	<b>Financial Aid Committee</b>		Stens 204
	<b>Faculty Development Committee</b>		Lakeview F
	<b>Instructional Design and Delivery Committee</b>		Lakeview G
	<b>Planning Council</b>		Tioga 505

**Friday, September 23, 2011**

**All Full Time Faculty to Participate**

Time	Title	Presenter	Location
8	Student Housing Move-In Day (sign in at information table)	Housing Department	Lighthouse Depot
8-5	Faculty Prep and Advising		Varied Offices

**Saturday, September 24, 2011**

**All Full Time Faculty to Participate**

Time	Title	Presenter	Location
12-2	BBQ and welcome	Laker Welcome	Union Square
2-3	Meet & Greet students	Laker Welcome	Union Square
3-4	Open Office Hour (follow-up with students)	Laker Welcome	Varied Offices

Part-Time Faculty In-Service Session held on Sat., Sept. 24 from 12:30-3 in Lakeview E  
*This is an optional session for Part Time Faculty.*

The complete schedule of activities for **Laker Welcome** is available on the ESPS website at:  
<http://www.socc.edu/esps/pgs/orientation/index.shtml>