CALL TO ORDER
Chair Marcia Jensen called the Open Session to order at 3:32 p.m.

AGENDA CHANGES
Committee Appointments was added to 8 B 2.

OATHS OF OFFICE
Harry Abel (Position # 1), Ken Messerle (Position # 3), and Susan Anderson (Position # 6) were sworn into four-year terms of office (July 1, 2015-June 30, 2019) by Chair Jensen.

ORGANIZATIONAL

ELECTION OF BOARD OFFICERS

Board Chair
M07/15-1
Ken Messerle’s motion to nominate Susan Anderson Board Chair was seconded by Judy May-Lopez. Upon call for the vote, the MOTION PASSED unanimously.

Board Vice-Chair
M07/15-2
Ken Messerle’s motion to nominate David Bridgham Board Vice-Chair was seconded by Judy May-Lopez. Upon call for the vote, the MOTION PASSED unanimously.

Clerk and Deputy Clerk of the Board, Custodian of Funds and Budget Officer, Exhibit # 5 A 3

M07/15-3
Marcia Jensen’s motion to appoint the College President (Dr. Patty Scott) as Clerk and the Vice President of Administrative Services (Eric Stasak) as Deputy Clerk of the College District; the College President and the Vice President of Administrative Services as the Custodians of Funds for the College District; and the President of the College as the Budget Officer for the College District was seconded by Judy May-Lopez. Upon call for the vote, the MOTION PASSED unanimously.
2015-16 Board Roster, Exhibit # 5 B
Copies of the roster were included in the meeting materials.

2015-16 Meeting Dates, Exhibit # 5 C
Copies of the proposed meeting dates were included in the meeting materials.

M07/15-4
Marcia Jensen’s motion to approve the 2015-16 Board Meeting Dates, as presented, was seconded by Ken Messerle. Upon call for the vote, the MOTION PASSED unanimously.

INTRODUCTIONS
EMPLOYEES, EXHIBIT # 5 A
Copies of employee bios were included in the meeting materials. Executive Director Jan Baxter introduced the following employees new to the College to the Board:
- Eric Stasak, VP of Administrative Services
- Cody Yeager, Dean of CTE

BOARD DEVELOPMENT
PRESENTATIONS
Advertising/Marketing
Executive Director Tom Nicholls briefed the Board on the marketing strategies the College was pursuing. A committee consisting of Anne Matthews, Elise Hamner, Janet Pretti and Nicholls developed an RFP for marketing services. Four responses were received and DHX Advertising in Portland was selected. Danyel O’Neil, Tim Cobb and Michael Bossen of DHX Advertising were introduced and proceeded with a marketing presentation. As a result of their preliminary work, DHX made several recommendations:
- Use Southwestern in print materials – not SWOCC
- Update the lighthouse
- Develop a tag line that is inspirational
- Stop using school colors in print materials (color schemes need to have energy)

Over the next year or so they want to:
- Elevate SWOCC’s perceived value as an academic institution
- Focus on the promise of independence
- Position Southwestern against other community colleges – not four-year schools

Curry
Dean Janet Pretti briefed the Board on the Curry program reporting on the decline in the College Now program and offered various FTE statistics.

BOARD REPORTS/INFORMATION
IMPORTANT DATES
The Board reviewed numerous upcoming events.

BOARD OPERATIONS

OCCA Report, Exhibit # 8 B 1
Copies of the report were included in the meeting materials. Discussion occurred on the Free Community College bill(SB 81). It was noted that there was only $10 million allocated for the entire state. The importance of educating the public and students on the initiative is essential as it’s expected that students will be drawn to community colleges in hopes of “free” tuition only to find out they don’t qualify.

Committee Appointments
Chair Anderson suggested Board Members contact her or Executive Assistant Deb Nicholls with their preferred Committees. Further discussion at September Retreat.
PRESIDENT’S REPORT
President Scott briefed the Board on:

- Board Retreat – September 2 and 3 at OCCI
- Oregon Coastal Caucus - August 26 and 27 at Spirit Mountain Casino

FINANCIAL REPORTS, EXHIBITS # 9 B 1 - 4
Copies of the financial reports were included in the meeting materials and Business Manager Kathy Dixon briefed the Board noting that the $500,000 the Line of Credit payment was not reflected in the reports and that the Ending Fund Balance (EFB) would change as several internal transfers still needed to take place.

President Scott added that enrollments were looking good and shared that the EFB was projected to come in slightly over $2 million.

CONSENT
AGENDA
CONSENT AGENDA, EXHIBIT # 10 A-D
Copies of the item were included in the meeting materials.

M07/15-5
Marcia Jensen’s motion to approve the Consent Agenda, as presented, was seconded by David Bridgham. Upon call for the vote, the MOTION PASSED unanimously.

BE IT RESOLVED, that the Board of Education of Southwestern Oregon Community College District approved the meeting minutes dated June 22, 2015, Exhibit # 10 A.

BE IT RESOLVED, that the Board of Education of Southwestern Oregon Community College District accepts a grant in the amount of $25,000 from the Children’s Trust Fund of Oregon for Pathways to Positive Parenting, Exhibit # 10 B.

BE IT RESOLVED, that the Board of Education of Southwestern Oregon Community College District, exercising discretionary immunity, approved the continued cooperation of the College with the Parks Commission of Coos Bay and supports the Parks Commission’s efforts to secure a grant to repair and/or replace the footbridge as soon as the grant funds are available, Exhibit # 10 C.

BE IT RESOLVED, that the Board of Education of Southwestern Oregon Community College District approved an amendment to the College’s Fiscal Office Authorizations with Umpqua Bank to reflect Southwestern staff role changes, as presented, Exhibit # 10 D.

OLD BUSINESS
BOARD POLICY REVIEW – 2nd READINGS
Copies of the policies under review were included in the meeting materials. Discussion occurred and modifications were made.

- 3035, College Organization
- 3040, Evaluation of Administrators
- 3045, Approval of Handbooks and Directives
- 3050, Temporary Administrative Arrangements

M07/15-6
Marcia Jensen’s motion to approve policies 3035, 3040 and 3045, as amended, and table 3050 was seconded by Judy May-Lopez. Upon call for the vote, the MOTION PASSED unanimously.

PUBLIC COMMENT
None was heard.

NEW BUSINESS
None was presented.

CORRESPONDENCE
None was presented.
Chair Anderson recessed the Board into Executive Session under ORS 192.660 (2) from 5:35 to 5:50 p.m.:
  • (d) Labor Negotiations – Update on negotiations and grievance.
  • (e) Property – Update on properties in Coos and Curry counties.
  • (h) Legal Rights – Update on lawsuit.

Chair Anderson adjourned the meeting at 5:50 p.m.

Respectfully submitted,

Susan Anderson, Board Chair

Patty Scott, Clerk

Deb Nicholls, Recording Secretary