SOUTHWESTERN OREGON COMMUNITY COLLEGE
INSTITUTIONAL MANAGERS

May 6, 2014
2:00 p.m.
Tioga 505

Attendance: Sharilyn Brown, Robin Bunnell, Tim Dailey, Elise Hamner, Mike Herbert, Rod Keller, Linda Kridelbaugh, Rocky Lavoie, Deb Nicholls, Tom Nicholls, Janet Pretti, Diana Schab, Patty Scott, Shawna Stephens, Ross Tomlin, Michele Benoit, Avena Singh, Jeff Whitey

Absent: Karen Domine, Shawn Hanlin, Shawn Liggett, Karen Matson, Laurie Potts, Rachele Summerville

Budget Message
Patty displayed a ‘draft’ of the PowerPoint presentation that will be shared with the Board’s Budget Committee on May 12th indicating that Personnel Services represented the largest portion of the College’s budget. While the number of employees has decreased over the past 10 years, the cost of salaries and benefits has increased.

The Budget Challenge is Billing Credits as the College did not realize the number of Billing Credits needed ($700,000 short).

To balance the projected 2014-15 budget, one-time money from the state was used ($425,000), expenditures were reduced, tuition and fees were increased by CPI, the Ending Fund Balance was reduced, and a larger transfer from OCCI to the General Fund was possible due to strong program enrollments.

Good News:
- Term-to-term retention is the highest it has been in eight years
- Developmental redesign is helping get students through faster
- Emphasis on the first-year experience may help with fall-to-fall retention
- Addition of new faculty will increase capacity for advising
- New programs of Forestry, Digital Design, Criminal Justice, Accounting certificates, Natural Resources, and Marine Biology along with another three to five new programs for the fall of 2015 will help to stabilize enrollment and fill student housing
- Transitional Education remodel
- Part-time faculty salary increase by CPI, first in 10 years
- Community Enhancement Plan – 2016-2035, approximately $16 million

Advertising Proposal
Tom shared that upon Karen Pringle’s departure, he has been fielding the marketing inquiries, etc. Copies of the Sterling Media NW proposal and a proposed Board resolution were distributed at the meeting. He shared that while the College does use Facebook, YouTube and student blogs, it hadn’t done specific advertisements on social media/online. Something like Sterling’s proposal would be a concerted effort to increase the College’s (College and OCCI) presence in the media (online, radio, TV). It was noted that the College’s efforts do well in rural areas, but adding some TV spots in Spokane, Boise, Missoula would allow us to reach some large markets. There has been saturated TV and radio campaigns about specific programs and the College in general shortly before the recruiting staff is in those areas at college fairs. Programs such as this gives the College a consistent brand/message. He added that the marketing committee had been revitalized and meets once a month. Discussion occurred on Web services. The College doesn’t currently do “Web based” advertising. Such services are in addition to what is done currently.

Patty asked how we would know if our efforts are effective. Robin stated that a survey of new students could be done to inquire as to how they learned about Southwestern. We would look at where they are coming from, etc. Baseline data is needing gathered now to compare with later.

Elise shared that she didn’t think Sterling Media was be the best company to go with. Sterling is the only local company. An out-of-town company may be better, but may likely cost more.

Jeff agreed that a survey could be conducted and will visit with Tom to design.

Enrollment
Tom shared that enrollment was up nine percent (9%) - spring to spring and that the Billing Credits gap was closing on a term-to-term basis.

Office of Civil Rights – Website Decisions
Discussion occurred on who the campus contacts were that should be listed for Title II, Title IV, Title VI, Title IX and Section 504. The following will be added to the College’s website on a new page titled Equity and Inclusion:

Public Notice Southwestern Oregon Community College  
Board of Education Notice of Non-Discrimination

Students, their families, employees and potential employees of the Southwestern Oregon Community College District are hereby notified that Southwestern Oregon Community College does not discriminate on the basis of race, color, gender, sexual orientation, marital status, religion, national origin, age, disability, gender identity, or veterans in employment, education, or activities as set forth in compliance with federal and state statutes and regulations.

Any persons having inquiries concerning Southwestern’s compliance with Title II, Title IV, Title VI, Title IX and/or Section 504 may contact:

**Linda Kridelbaugh, Vice President of Administrative Services**  
Southwestern Oregon Community College  
1988 Newmark Ave.  
Coos Bay, OR 97420  
541.888.7402  
lkridelbaugh@socc.edu

Southwestern Oregon Community College offers the following career and technical education programs for all students regardless of race, color, gender, sexual orientation, marital status, religion, national origin, age, disability status, gender identity, or protected veteran status, including those with limited English proficiency: Business, Office Technology, Computer Technology, Childhood Education, Criminal Justice, Culinary, Fire Sciences, Health Sciences, and Welding and Fabrication. Persons seeking further information concerning the vocational education offerings and specific pre-requisite criteria should contact:

**Dr. Ross Tomlin, Vice President of Instruction and Student Services**  
Southwestern Oregon Community College  
1988 Newmark Ave.  
Coos Bay, OR 97420  
541.888.7417  
rtomlin@socc.edu

**Section 504 Coordinator**

**Tim Dailey, Dean of Student Services**  
Dellwood Hall, Rm 9  
541.888.7439  
tdailey@socc.edu  
Disability Services Website

**Title II Coordinator**

**Karen Domine, Dean of Extended Learning**  
Dellwood Hall, Rm 16  
541.888.7212  
khelland-domine@socc.edu

**Title IX Coordinator**
Employee Recognition Event – May 14th, OCCI
This year’s event is scheduled to start at 4 p.m. and all offices will close at 3:45 p.m. to allow all employees to participate.

Spring Lake Walk – June 2nd, NBFB
The CORE sponsored event to encourage staff engagement and a healthy activity exploring our beautiful scenery will begin at 4 p.m. Patty indicated that office closure would be voluntary. She informed the group that walkers could not depart from Parking Lot #2 due to the condition of one of the foot bridges on that end of the trails.

While participation in such events is always voluntary, on behalf of the CORE Committee, CORE Chair Deb Nicholls respectfully requested that all managers participate and encourage their employees to do the same, closing their offices from 4 – 5 p.m. to allow participation.

Instructional Update
Ross reported on:
• Accelerated Learning Options Committee
• Dual credit
• Faculty qualifications
• Development Education Design Group meeting and ready to make recommendation to the HECC
  - MTH 98 (maybe a terminal class for some programs)
  - Making recommendations in placement, reading and writing
    - Reading and writing will be integrated and accelerated
• Student Services (mandatory orientation, placement – need to have time to prepare for placement).
• Free tuition for all community college students. Tennessee just passed a law for community college instruction for all high school graduates that meet specific conditions. They are doing it through lottery funds.
• Credit for prior learning standards are changing statewide. Colleges can choose to be part of it or not. We will be one of the four community college as part of a pilot project to start looking at standards, price them out and implement. We will have one year to do.
• Academic Master Plan is almost ready to be unveiled. It will be shared at the June 3 meeting.

IT Updates
Rocky shared that a Newmark Center tenant suffered a phone outage last week for the third time this year. The cabling is old. A weak spot in line will cause outages and that is what happened during the hot day last week. We will lose our tenants if we cannot provide reliable phone service! He shared that he discovered a potential overcharge of $120,000 paid to the phone company and that we are hoping to get a refund. (We paid $2,500/mo for a service that we haven’t used since 2007.) The College currently pays $72,000/yr; new provider will only be $24,000/yr.

They are also:
• Updating labs and pcs for new terms
• Assisting with the third floor set-up and term preparation, etc.
• Installing a new network in B2 which is separate from the SWOCC network
• Looking at the OCCI sound system due to problems with feedback
• Cleaning up the old theatre storage area in the PAC

Strategic Plan
The Strategic Plan winter update was displayed at the meeting. It was noted that data needed to be input in order to adequately report to the Board all the work that’s being completed on campus. The information from Board reports should be entered into the Strategic Plan system.

Robin explained that the TracDat system had been simplified and that a new system was coming (WEAVE). In the meantime, entries can be done and will be rolled over into the new system. WEAVE will go live in the fall with Performance Cloud. SWOCC is getting extra assistance with Performance Cloud ahead of others.

It was noted that the College still didn’t have a culture of assessment. We tend to document in multiple ways verses having one system in order to meet accreditation reporting. WEAVE should help with this.
Patty mentioned that Manager evaluations would be tied to whether planning and entry is being timely submitted.

**Accreditation**
Ross shared that he was working on a timeline and assignments. This will be reviewed at the June 3 meeting.

**President Updates**
The new Business Manager, Kathy Dixon will start on June 16th. It was noted that her husband is Randy Dixon (City of Coos Bay).

Several openings in the hiring process and Rachele Summerville (HR Director) is leaving soon.

At the state level, Oregon’s community colleges will move under HECC leadership in 2015. The **community college budget** will be submitted by September. The Governor will release his budget by December 1st.

**Other**
Avena updated managers on the mess concerning **modified diplomas**. She noted that the State of Oregon was flaunting that the modified diploma are acceptable for financial aid without the state administrator’s knowledge (OEIB action). The state cannot declare such. However, they can declare that it count towards graduation rates.

Tom added that a lot of modified diploma recipients wouldn’t have met the ability to benefit. Tim shared his frustration with the leadership at the state level and added that all on modified diplomas have disabilities and most cannot be successful at the community college. A different system is needed that’s not a community college for the individuals to be successful.

Michelle shared that a **pilot study – online math** was designed to get developmental education students to college level. Very individualized. Trio students.

Foundation is busy working on a **fundraiser for the forestry program** and planning the **Distinguished Alumni dinner** on June 12.

Discussion occurred on the low rate of employees that contribute to the College’s Foundation. Chemeketa has an 80% employee contribution rate.

**Next Meeting**
June 3, 2014