



General Library Item

Name Minutes 2018-11-15

Content

Lane Community College
Board of Education Minutes
November 15, 2018

1. Attendance

Board members present: Susie Johnston, Phil Carrasco, Matt Keating, Mike Eyster, Lisa Fragala, Tony McCown, Melanie Muenzer, and Rosie Pryor. Also present were: President Margaret Hamilton; Vice President Brian Kelly; Lane Community College Education Association President Adrienne Mitchell; and Lane Community College Education Federation Labor Delegate Kenny Ascheri.

A. Chair Eyster called the meeting to order at 6:41 p.m.

B. President's Report

President's Report to the Board of Education

In the News

I am compelled to begin this report by expressing my condolences to our Jewish community, who suffered from the violence in the Tree of Life synagogue in Pittsburgh last month. We lock arms in solidarity to end the violence that results from hating fellow human beings. We must remind ourselves every day that Lane is place of hope where learning and education empowers civility, respect and dignity. LCC is a place where the freedom to speak out is accompanied by the responsibility to be respectful and civil in our speech. As a place of learning, we need to provide a safe place where students can learn about different religions, races, governments, cultures. As a community college, we have an obligation to protect our students and employees from harm and to make a positive difference in the world around us.

Lisa Fragala

I'd like to congratulate Lisa Fragala on her appointment to the board and welcome Ms. Fragala to Lane. Your background in education and community engagement will be a great benefit to the college and our students.

Election

I'd like to thank everyone who voted in the November 6 elections. By voting, we exercise a right that many are still fighting for across the globe.

Strategic Priority: Student Success

Parnell Dedication

I would like to offer thanks to everyone who attended the naming ceremony for the Dr. Dale P. Parnell Center for Learning and Student Success last month. Special thanks to board chair Mike Eyster for facilitating. Dr. Parnell's family was deeply appreciative of the recognition of his legacy at LCC. I am inspired to join all of you in carrying out his legacy for student success.

Ellen Tykeson

Congratulations to our Arts instructor Ellen Tykeson. Professor Tykeson's bronze sculpture of Olympic high jump gold medalist Dick Fosbury was unveiled October 19 at Oregon State University in Corvallis. The sculpture depicts Fosbury soaring over a high jump bar at 7 feet, 4-1/4 inches. His unique technique of twisting in mid-leap revolutionized high jumping and is used to this day.

Matthew Svoboda

Faculty member and choral director Matthew Svoboda used his sabbatical to conduct research on the poet Hazel Hall. Professor Svoboda is creating a musical score to premiere at our upcoming Collaborations Dance concert next March, to celebrate Hazel Hall's life. She was a nationally recognized poet in the early 20th century who grew up in Portland, Oregon. She contracted scarlet fever at age 12 and was confined her to a wheelchair for the rest of her life. Matt scored the music for cello, violin, and piano and mapped it to the larger themes in each of Hall's three books of poetry.

titled: Curtains, Walkers, and Cry of Time.

Harvest Dinner

The LCC Foundation held its annual Harvest Dinner October 24. Co-chairs of the event were Ada Lee and Steve Wildish. This year's theme was Asian American—bringing Asian food, dance and music to the event. Our guest chef, Hsiao-Ching Chou, is a cookbook author and competitive judge from Seattle. This year's event raised more than \$350,000, including more than \$117,000 for Shining Star Scholarships. I would like to congratulate Wendy Jett and the entire Foundation team on this very successful event.

Art Exhibits

The art faculty offered two art exhibits this fall, one featuring the work of New York photographer and book artist Eric Kunsman, and the other featuring ceramic teaware made by various artists for the Gongfu tea ceremony, selected by LCC ceramics instructor Jonathan Steel.

Strategic Priority: Access and Equity

Dr. Lawrence Rasheed

I'd like to welcome Dr. Lawrence Rasheed to Lane. He started this month as faculty coordinator in our African American Student Program and advisor to our Black Student Union. These programs are reflective of our equity and inclusion plan, vision, mission, core values, and strategic plans. Dr. Rasheed comes to us with 20 years' experience in education and a vast vita of community involvement including founding the RAAMP program, or Reaching African American Male's Potential, implemented in the San Diego Unified School District. Welcome, Dr. Rasheed.

Veterans Day Observations

Lane County has a growing number of veterans who attend Lane Community College. In celebration of Veterans Day, we honored our student and employee veterans on November 13. We had a moving ceremony with a color guard, a student speaker, and guest speaker Jon Ruiz of the City of Eugene. As you know, we have a newly renovated Veterans Center on campus where student veterans can socialize, study and meet with mentors as part of our new Veteran Mentor Program. The Veterans Center will be hosting an open house on December 4th. All are welcome to attend.

Strategic Priority: Regional Economic Driver

Congressman Peter DeFazio visited our campus on November 1. We talked about ways LCC is helping local businesses and industry. We thanked him for his tireless work in the nation's capital and gave him an opportunity to fly a drone as we discussed our new drone piloting degree program.

Springfield Chamber of Commerce Career Exploration Day

Lane hosted the Springfield Chamber's Career Exploration Day on our main campus on November 6. We hosted over 100 9th and 10th graders and their advisors with tours of our career and technical programs. Following the tours, students met with over 40 representatives from business and industry to discuss opportunities in their fields. Mayor Lundberg joined me in welcoming teachers, students and representatives from the community.

President's Outreach with Business and Industry, Community, Education, and Local Government

University Centers

We have made significant progress on our outreach with regional universities.

- On Friday, November 2, we participated in a signing ceremony at Oregon State University to celebrate a new agreement with the Business School to enable Lane students to transfer up to 120 credits to OSU toward a four-year business degree, providing them with the opportunity to complete their four-year degree after just one year at OSU. In addition, OSU will be offering business courses in a schedule that will reduce commuting to campus to one day a week. This student-friendly partnership will result in significant savings for students while helping students complete their business degree.
- On Monday, November 19, we will gather at Northwest Christian University to sign off on agreements that will enable our transfer students to complete degrees in less time at NCU. We will be signing articulation agreements for general education, business management, human services, RN-to-BSN, and teacher education. Additional agreements will also support NCU international students by helping them improve their English skills, and help LCC international students transfer more seamlessly to NCU.
- Tomorrow, November 16, the executive staff will join me at Pacific University at its Hillsboro campus to meet with President Lesley Hallick to tour their campus and advance our partnership collaboration. Pacific University is proposing strengthening our existing academic partnership through expanding our articulation agreements and providing incentives to students who transfer to Pacific University.
- I am pleased to announce that I have been asked to give the Commencement address at Northwest Christian University this December. This is a wonderful opportunity to recognize Northwest Christian University for their efforts in developing a partnership with Lane Community College.

October Meetings and Events

- Foundation dinner with UO President Schill and Harvest Dinner donors, October 17
- Lane Workforce Partnership meeting, October 17
- AAWCC Fall Luncheon, October 18
- Evening with the Harvest Dinner Chef Sponsor Appreciation Night, October 21
- Meeting with President Joe Womack of NCU, October 22
- ACCT Leadership Congress in New York City, October 24-27
- Pizza, Popcorn and Pepsi with the President student event, October 31. Over 200 students stopped by to talk and have a snack.

November Meetings and Events

- LCC Food Truck at KUGN's Halloween Trunk or Treat event at Valley River. Kudos to Pat O'Connor.
- KLCC Donor Appreciation Dinner, November 1
- OCCA Annual Conference, November 8-9
- NWCCU Conference in Seattle, November 14
- LCC Apprenticeship Week Open House, November 14

Closing

I wish everyone a safe and happy Thanksgiving and remind the board that the college will be closed November 22 through 25 for the holiday.

Honoring Tony McCown

I would like to take this time to honor past board member, Tony McCown for his eleven years of service as a board member on the Lane Community College Board of Education. On behalf of the board of education and everyone at this college, we thank you for your service and would like to present you with a token of our appreciation, an artist rendering of "The Road to Lane."

C. Board Agenda Review/Changes

No changes were made to the agenda.

D. Statements from the Audience

Stan Taylor, retired Political Science instructor, advocated for a full-time political science instructor.

Adam Atlan, ASLCC Officer, advocated for a full-time political science instructor.

Nick Keough, ASLCC Senator, advocated for a full-time political science instructor. Keough read a statement from graduate Amadeo Rehbein, who earned an AAOT degree and felt harassed and bullied while attending Lane.

Jessica Alvarado, Counselor and Faculty Council Chair, advocated for hiring more full time faculty, especially in political science.

Adrienne Mitchell, LCCEA President, read a statement from the LCCEA Executive Council advocating for a minimum of one full-time faculty position in each discipline.

Tom Madison, Design Analyst, Katie Patrick and Samuel Redkin, students, announced that the Bleed Magazine, a capstone project of the graphic design class, won its second Pacemaker Award from the Associated College Press.

Dennis Gilbert, Physics instructor, advocated for a full time faculty member in each discipline. He also stated that the complaint process is lacking and asked that the board request a complete report on the process.

2. Consent Agenda

Pryor moved, seconded by Keating, to approve the consent agenda consisting of:

Approval of Minutes:

1. October 8, 2018 Special Meeting
2. October 11, 2018

Personnel

Academic Calendar

Motion passed unanimously.

Board Members

Melanie Muenzer - Yes
 Matt Keating - Yes
 Phil Carrasco - Yes
 Susie Johnston - Yes
 Lisa Fragala - Yes

Rosie Pryor - Yes

Motion passed unanimously.

3. Board Policy Review

The board held a second reading on the following policies:

Budgeting of Non-Recurring Resources, BP 225

Capital Reserve Funds, BP 230

Definition of a Balanced Budget, BP 240

The board held a first reading on the following policies:

1. Board Job Descriptions, BP 312

2. Board Members Code of Conduct, BP 313

3. Board Vacancies, BP 314

4. Borrowing, BP 315

4. Discussion/Action Items

Marketing Report

Andy McNamara, Director of Marketing and Creative Services, introduced Terri O'Brien, President and Creative Director from Salvage advertising agency of Denver, Colorado. Salvage is the marketing firm used by Lane Community College. O'Brien shared aspects of Lane's marketing campaign.

Salvage was charged with increasing Lane's annual enrollment by 10%. First, they conducted research regarding Lane County and the Lane Community College's demographic. Marketing strategies include live video, digital banners, and image marketing. Salvage is aligning the campaign with media habits of target audiences, which is 18 to 30 year olds, both traditional and nontraditional students. General and program specific ads are appearing on Facebook, Instagram, Pandora, and on LTD buses.

Salvage is focusing on emotional ads and how to emotionally connect with students as emotional advertising shows better results. The firm is monitoring how many times ads are seen, the click rate on digital ads, and how many times users go to Lane's website.

In the two months that the campaign has been running, the number of admission applications has increased 2%. Now that we have momentum, the plan is to build upon the success by continuing to optimize the current campaign, adopt and enrollment growth campaign, create program specific advertising, enlist more dual enrollment students, position Lane as an economic driver, bring in Oregon Promise students, create comprehensive high school fair materials, and build a 2019-20 advertising plan.

The board suggested running radio ads and using augmented reality. O'Brien responded that Salvage is considering the return on investment and the possibility of adding those types of ads.

B. Resolution No. 626 Springfield Low Income Housing

Liz Butterfield of the Springfield Public Works Department, requested the board's support of the City of Springfield's affordable housing project. Board approval would mean that property taxes for Lane Community College would be exempt for that program.

Keating moved approval of Resolution No. 626.

Board Members

Melanie Muenzer - Yes

Matt Keating - Yes

Phil Carrasco - Yes

Susie Johnston - Yes

Lisa Fragala - Yes

Rosie Pryor - Yes

Motion passed unanimously.

C. Budget Update

Kelly provided an update on the 2018-19 budget development. The Budget Development Subcommittee is meeting weekly.

Last year, expenditures exceeded revenue by \$2.4 million due to declining enrollment, and there was a need to use funds from the ending fund balance to balance the budget. The ending fund balance is now slightly under the board

approved amount of 10% at 9.55%. Board policy dictates that, when the ending fund balance falls to 9% or less, the college shall adopt a plan to replenish the balance within two years. The balance will be reviewed at the end of this year to determine whether the college needs to develop a plan.

The board requested the Budget Development Subcommittee workplan to ensure that their timeline matches that of the college.

Enrollment was up 1% in Summer 2018, and Fall is currently showing a 1.3% decrease. The college is working with deans and directors to manager material and service funds over the next few months.

The board requested information on how retention compares with prior years.

D. Complaint Process

Dennis Carr, Chief Human Resources Officer, provided data regarding employee complaints, such as types and number of complaints. Employees are mandatory reporters. Title IX training is done annually, and it is part of the orientation and onboarding for new employees. The board requested more information such as walking through the process from start to finish and agreed that this topic would be appropriate for a work session.

E. Tuition Rate Index

Kelly explained that Board Policy BP 725 calls for the board to maintain a constant tuition rate relative to inflation. Each year, the board may consider an appropriate index for two-year public colleges on which to discuss a tuition increase.

Keating moved that the board approve the use of the Higher Education Price Index (HEPI) as an inflation benchmark for 2019-20. Fragala seconded.

Some board members felt that voting on a tuition rate index this early in the year takes tuition out of the budget process, and they would rather discuss tuition in the scope of the larger budget process. A discussion was held regarding the appropriateness of the board policy. It was suggested that the budget development subcommittee provide different scenarios based on different indexes as well as a scenario with no tuition increase. They also requested information on what an increase in tuition would fund, as well as how enrollment would be impacted.

They also noted that minimal increases in tuition prevents raising tuition by a large amount in future years. BP 725 was originally established after a previous board increased tuition by a large percentage having maintained the same tuition rate for nearly a decade. Nominal increases are easier for the student body to absorb. The question also arose whether the board would be in violation of its policy if it did not approve an index. Legal counsel responded that the policy simply states that the board "may consider an appropriate index for two-year public colleges on which to discuss a tuition increase."

Keating suggested delaying the vote until December and withdrew his motion.

Keating moved that the discussion be tabled until the December meeting. Johnston seconded.

Motion failed 4 – 3.

Board Members

Matt Keating - Yes
Susie Johnston - Yes
Lisa Fragala - Yes

Melanie Muenzer - No
Phil Carrasco - No
Mike Eyster - No
Rosie Pryor - Yes

The board requested various scenarios regarding a tuition increase. Kelly reminded the board that non-recurring funds were used last year to balance the 2019 budget.

F. Alternative Tuition Models

Jennifer Falzerano, International Programs Director, informed the board that the national climate is having an impact on international enrollment. Lane has a diverse group of international students from over 40 different countries; therefore, we would not have a vast decline if one country is affected. Recently, Lane's program has invested in additional international recruitment, such as Africa. We are working to get back into the growth mode; For Winter 2019, there are the same number of applications as there were for Winter 2018.

The college is requesting that the board consider changing how we look at international tuition and fees. This would help with the competition, mainly in Washington, in colleges and universities that band their tuition. This would also incentivize higher enrollment and help with retention and completion. The goal is to have this in place by May or sooner in order to affect applications for Fall 2019.

The board requested historical data of international enrollment at Lane, patterns of how banding tuition increased enrollment at other higher education institutions, and how it would affect tuition revenue. The college will bring a proposal to the December board meeting.

Board members discussed the cost of out of state tuition compared to the lower price of international tuition. Hamilton responded that the college is looking into other incentive packages, and Falzerano reminded the board that students who move to Oregon only pay out of state tuition for 90 days.

G. Institutional Research Calendar

Jennifer Steele, Associate Vice President of Planning and Institutional Effectiveness, provided a calendar for annual reports. The calendar was established in order to create more structure and planfulness on how data and reports are provided. She provided rationale for the dates of some of the reports and when board members can expect to see data.

5. Accountability/Reports

A. Facilities Update

A facilities update was provided to the board.

B. Climate Action Plan Cost

The cost of the climate action plan was provided to the board.

C. Governance Taskforce Update

A governance taskforce update report was provided to the board.

D. Financial Condition and Activities

The Financial Condition and Activities Quarterly Report was provided to the board.

E. Veteran Affairs Update

Brett Rowlett, Public Affairs Director, provided an update on benefits for our Veteran students.

Veterans Affairs has decided not to renew their contract with the Higher Education Coordinating Commission. Every program approval now goes through the Portland VA Office. Rowlett was optimistic that we will see some progress. Portland Community College was approved this month.

Regarding debt management, Lane was invited to meet with VA staff in Portland on November 6. It was determined the current situation was the result of a compliance audit in 2016 that was not completed until 2017.

F. Pacific University

A fact sheet including information about Pacific University was presented to the board.

G. Enrollment Update

An enrollment update was presented to the board.

H. Foundation Highlights

A report containing highlights from the Lane Community College Foundation was presented to the board.

6. Reports

LCCEF Labor Delegate Kenny Ascheri reported that LCCEF was involved in the benefits fair. LCCEF is holding contract trainings with members. There have been 400 hits on the website. There are currently 36 active labor management issues and 60 resolved issues.

LCCEA President Adrienne Mitchell welcomed Lisa Fragala to the Board of Education. She thanked Fragala and Keating for participating in the day of action canvassing. She noted the importance of having the board thoroughly discuss tuition and understand how it impacts the budget. A \$3 increase would amount to \$108 per year for a load of 12 credits per term, so it is not likely to put a student in poverty but would likely result in other structural issues. Mitchell has been a member of the bargaining team for eleven years and finalized seven contracts and does not remember a time when faculty were given full colas or full steps for an entire year. Another structural issue is the fact that there are 300 part-time faculty members working every term. The association is working to establish relationships with

administration, looking at issues collaboratively and positively. Recently Mitchell and Vice President Jarrell worked together to send a message to faculty, an historic event. The challenge is that if we are all placed in a position of conflict and issues and can't make ends meet without program cuts, it affects our ability to move forward and make change. Mitchell recently attended an OEA meeting with Michael Denbrough, who is working on a bill to provide insurance for part-time faculty, something we are already doing at Lane.

Vice President Brian Kelly reported that he has recently held Titan Pride forums about what excellent service looks like. It is exciting to hear employees talk about making a change to set a standard of care across departments. He recently attended a Moving the Needle conference and spoke about the Egan Warming Center at Lane. He will join many of Lane's students and staff at the Whiteaker Thanksgiving Dinner. Lane was recognized at Second Nature for our leadership commitment. Kelly, Jarrell and several IT staff members recently attended the Cyber Resilience Summit at the University of Oregon. Two KLCC donor events were held at the beginning of November. Kelly looked forward to visiting Pacific University and continuing that partnership. Titan Store Director Tony Sanjume was recently named president of the Northwest College Bookstore Association.

Board Members

Pryor welcomed Fragala. She appreciated the worksession presentation on Academic Program Review. Pryor attended the Veterans ceremony held at Lane, the Apprenticeship Open House, and the tea demonstration and reception for Gongfu Cha in the Art Gallery. It's time to revisit the question of a sales tax in Oregon. It is encouraging to hear legislators talk about community colleges positively.

Carrasco reported that the number of Egan Warming Center spaces have been reduced due to fire code and wondered if there is anything Lane can do to meet those needs.

Muenzer welcomed Fragala to the Board of Education.

Fragala appreciated the warmth that Lane's board shows. She thanked Hamilton for her comments about the Tree of Life in Pittsburg as she has ties to that synagogue. She enjoyed the Academic Program Review presentation and was glad to hear that the focus is empowering faculty.

Keating welcomed Fragala to the Board of Education. He thanked Kelly for his team's work on the Egan Warming Center. He takes pride in seeing that commitment and to see the student body step up for causes such as the Rainy Day Food Pantry and the No-Cash Clothing Stash. He had been speaking with a student about advocating for a ballot drop box at Lane and is working legislation to move that forward. Lobbying is happening for postage paid ballots and for ballots mailed on election day to be counted. It was great to see the turnout so high in this past election. Marty Wilde will replace Phil Barnhart as Oregon's representative of District 11. Wilde is a staunch champion of community colleges and would be a good choice for speaker at next year's Veterans ceremony.

Johnston attended ACCT and found that other colleges did not have warming centers and were impressed with Lane's. She attended the dedication for Dale Parnell and was grateful for the opportunity to meet his family. She welcomed Fragala to the Board of Education. She recognized Sanjume for his work. She congratulated the Bleed magazine for its award. She appreciated the Academic Program Review program. She recognized the importance of continuing the work of the Peace Center. In regard to the board policies reviewed tonight, she noted that she would like clarity on state guidelines for board attendance and boardmanship.

Eyster welcomed Fragala to the Board of Education. Having spent over 40 years in higher education, he has been impressed at the quality of Lane's teams. He appreciated the worksession on Academic Program Review and what faculty can do when they are supported with structures such as that. He commended the board on its rigorous discussion on tuition.

7. Date, Place and Proposed Agenda Items for Next Regular Meeting

December 13, 2018 at 6:30 p.m. in the Boardroom

8. Adjournment

The board meeting unanimously adjourned at 10:07 p.m.

Margaret Hamilton, President/District Clerk

Mike Eyster, Board Chair

Prepared by: Donna Zmolek, Executive Assistant to the President