

**South Puget Sound Community College
BOARD OF TRUSTEES
REGULAR MEETING
MINUTES
Tuesday, September 13, 2016
Building # 25 – Boardroom
South Puget Sound Community College
2011 Mottman Road, S.W.
Olympia, WA 98512-6292**

CALL TO ORDER

Board Chair Judy Hartmann called the meeting to order at 2:25 p.m.

ROLL CALL

Trustee Judy Hartmann, Trustee Barbara Clarkson, Trustee Leonor Fuller, and Trustee Doug Mah were present. Trustee Judy Blinn was absent. Assistant Attorney General (AAG) Jean Wilkinson was present.

DISCUSS AND ESTABLISH THE PRESIDENT'S GOALS FOR 2016-2017

Dr. Stokes reviewed his Goals for 2016-2017.

BREAK 2:50-3:05 p.m.

Chair Hartmann reconvened the regular meeting at 3:05 p.m.

APPROVAL OF CONSENT AGENDA

It was moved by Trustee Clarkson, seconded by Trustee Fuller and carried **THAT THE FOLLOWING CONSENT AGENDA ITEMS BE APPROVED:**

A. ADOPTION OF MINUTES

- June 14, 2016 regular board meeting
- June 14, 2016 special board meeting
- July 11, 2016 special board meeting

B. MEETINGS AND CONFERENCES

- Association of Community College Trustees (ACCT) Leadership Congress, October 5-8, 2016, New Orleans

C. ANNOUNCEMENT

- Board-Hosted New Faculty Reception, October 11, 4:30-5:30 p.m.

D. DATE OF THE NEXT BOARD MEETING

Regular Meeting
October 11, 2016
3:00-4:30 p.m.

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SPECIAL INTRODUCTIONS None.

COMMENTS FROM THE AUDIENCE None.

BOARD SPECIAL COMMITTEE LIAISON REPORTS

- Board of Directors, SPSCC Foundation – Trustee Clarkson reported the following:
 - The Foundation Executive Committee discussed unmet student need, microlending and financials. The Microlending and Experience Committees have been meeting this summer and are on target with plans.
 - The Experience has over \$100,000 in sponsorships and 347 guests to date. The programs being highlighted include: Automotive, Corporate and Continuing Education, The Gallery, Art Department, CAD/BIM program and Student Life.
- Budget and Finance – (Quarterly Reports: September, February, May). Trustee Mah reported that the Board Finance Committee reviewed the financial reports that would be discussed later on the agenda. He noted the decrease in tuition operating fees being offset by an increase in Running Start fees and tuition. It adds emphasis to the ongoing discussion around working with the superintendents and the school districts around meeting the changing needs of students and families in this area, but also just recognizing how the mix of students, and then subsequently the revenue, is impacting our college. There are no surprises in terms of the ending budget for 2015-16.
- Policy Governance and Trends in Higher Education – Trustee Blinn was absent.
- ACT Legislative Action Committee (LAC) – Trustee Fuller reported the following:
 - The 2017-19 Legislative preview of the system's priorities will not be approved by the State Board until end of September at the earliest. However, as members of the system and college presidents are already meeting with legislators, the State Board released a preview of the preview of the system's priorities below:
 1. Closing the skills gaps and filling jobs by reminding legislators that the term "fully fund" is not limited to K-12. They are asking that legislators: Fully fund a maintenance budget; Fund Guided Pathways and other models that place students on intentional paths through college; Fund I-Best; and Fund Opportunity Grants for low-income students.
 2. Investing in teaching and learning by attracting outstanding faculty.
 3. Creating a safe learning environment by funding emergency planning and response expenditures.
 4. Capital budget to fund maintenance projects which will ease the backlog for urgent projects.
 - Referring to Sen. Frockt's editorial, "Access to Higher Education is a Public Good", she said that "...Funding this broader picture (of the money and policy initiatives needed to fund access, retention, student success,

completion and jobs), is the system message, and this editorial tells us that we still do not have a champion in the legislature who speaks to the broad aspects of what our system stands for.”

REPORT FROM THE COLLEGE PRESIDENT

- Dr. Stokes introduced ASB Vice President for Finance & Administration/Interim President Nguyen Do
- ABE Professor and Faculty Union President Annamary Fitzgerald, and Humanities Professor and Faculty Senate President Jason Salcedo, were not available to provide reports as they were attending Guided Pathways training for faculty.
- Dr. Stokes reported the following:
 - The college budgeted and planned for a 3% enrollment reduction, and as of 9/12/16, full enrollment is up around 4%--slightly up on State enrollment 3,057.2 FTE; way up on current RS 999.7 FTE; Enrollment Grand Total: 4,099.7 FTE
 - They discussed having a Study Session during the November Board meeting dedicated to the Running Start program at the college.
 - Corporate and Continuing Education is offering an introduction to metal arts class during fall quarter. He received a message from an individual unhappy because it is not an open art studio time. The same group of Fire Art students still wants an open-studio concept course, but the college is unable to do that.
 - There were no Aspen Prize winners from Washington State.
 - He briefly reviewed the 2014-15 Analysis of the Return on Investment and Economic Impact of Education: The Economic Value of South Puget Sound Community College. The EMSI study results demonstrate that SPSCC creates value from student, taxpayer, and social perspectives.
 - Economic Impacts created by SPSCC: Operations spending impact \$34M; Student spending impact \$12.6M; and Alumni impact \$269.4M
 - Overall impact on the local business community amounted to \$316.1M in added income which supports 5,223 jobs.
 - Students have a 15.3% return on their investment, so every \$1 they invest in SPSCC, they get a return of \$3.60; and the taxpayer return on their investment is \$10.4%, so for every \$1 they invest in the college, they get a return of \$2.53.
 - The EMSI study is a good way to engage city councils and commissioners. They discussed inviting Olympia, Tumwater, Lacey, and Yelm City Councils and the Thurston County Commissioners during a month with a 5th week to avoid scheduling conflicts.
 - They also discussed that meeting with tribal councils would be equally beneficial. Partly to talk about how we are servicing tribal members and students, but also the whole business aspect.
 - We have completed our Brewing and Distilling feasibility study, and the cost on the facility is higher than we anticipated. The challenge around

the current property is the infrastructure--largely around the three science labs that have to be created. We have submitted our Program Approval Request to the State Board for Brewing to start in 2017 and Distilling to start in 2018. We do have a partner in the Chehalis Tribe that is building a brewing and distilling center in Grand Mound, so we will have a place to offer our lab components to the course. We will continue to work with Tumwater and investors to talk about what partnership they would like there.

- He noted other information located in the board binders:
 - President's Outreach Activities List
 - Personnel Update

INFORMATIVE REPORT

Marketing/Recruitment Plan

Kelly Green, Director of Public Relations/Events and Director of Student Recruitment/Outreach Meg Estep-Woolf, previewed the college marketing and recruitment plan for the 2016-2017 academic year.

Kelly Green reviewed Marketing for 2016:

- Social Media: Facebook, Instagram, LinkedIn
- Website Upgrades: Re-theming; Information Architecture Improvements; Areas of Study/Pathways buildout; Portal & Schedule Improvements (IT).
- Strategic Advertising Plan:
 - Prior Spending: Major Media--biggest expense; followed by Print, Radio, then Social Media/Digital
 - Upcoming Spending: Social Media--biggest expense; followed by Major Media, Print, Targeted Direct Mail, then Radio

Meg Estep-Woolf reviewed the Outreach Plan for 2016:

- Re-Envision Outreach with new focus: Data-focused; Identify barriers; and Focus on building ongoing relationships with prospects
- Address Barriers to Enrollment
- Launch Client Relationship Management System (CRM)

POLICY No Report.

BUILDINGS AND GROUNDS

Hawks Prairie Property

Vice President for Administrative Services Al Brown, provided a brief update on the Hawks Prairie property.

BUDGET AND FINANCE

Budget Closeout

The college has finalized the process of closing for fiscal year 2015-2016. Rochele Johnson, Director of Budgeting and Fiscal Services, reviewed the Operating Budget closeout including allocations, revenue collections, and expenditures.

- Total Operating Revenue: \$31.7M
- Total Operating Expense: \$31.2M
- Operating Surplus: \$553,328

The reserve of 15% (\$4,617,043) of the FY16 Operating Budget (\$30,780,288) was set aside for the Board Reserve policy.

Fiscal Year 2017 Grants and Contracts

Rochele Johnson reviewed the list of grants and contracts secured through the State Board for Community and Technical Colleges, state agencies, and local partnerships for fiscal year 2016. The total grants equal \$1,688,205 and last year's grants totaled \$1,616,852. The total contracts equal \$9,190,444, and last year's contracts totaled \$4,798,503.

COMMENTS FROM INDIVIDUAL MEMBERS OF THE BOARD OF TRUSTEES

Chair Hartmann shared that she has attended two meetings in relation to the state trustee association: Audit Committee, and there were no issues there. The other was the Board meeting, and some items they were discussing include increasing trustee participation in conferences and strengthening trustee business and community relationships.

EXECUTIVE SESSION None.

ADJOURNMENT 5:25 p.m.



JUDY HARTMANN, BOARD CHAIR
SOUTH PUGET SOUND COMMUNITY COLLEGE



TIMOTHY STOKES, SECRETARY
SOUTH PUGET SOUND COMMUNITY COLLEGE