

South Puget Sound Community College
BOARD OF TRUSTEES
REGULAR MEETING: STUDY SESSION
Tuesday, January 9, 2024
Building 25-Boardroom
South Puget Sound Community College
2011 Mottman Road, S.W.
Olympia, WA 98512-6292

CALL TO ORDER

Board Chair Rozanne Garman, called the meeting to order at 2:30 p.m.

ROLL CALL

Trustee Rozanne Garman, Trustee Steven Drew, Trustee Doug Mah, Trustee Judy Hartmann, and Trustee Jeff Davis were present. Justin Kjolseth, Assistant Attorney General (AAG), Education Division, was present.

Dr. Michelle Andreas, Vice President for Instruction, was present on behalf of Dr. Stokes.

APPROVAL OF CONSENT AGENDA

The Auditor's Report was listed under the Consent Agenda for Board acceptance. Trustee Davis noted that they would like to share some highlights from the auditor's report as their Board Finance Committee report, prior to the approval of the Consent Agenda.

It was moved by Trustee Davis and seconded by Trustee Hartmann **TO AMEND THE AGENDA TO MOVE THE BOARD FINANCE COMMITTEE REPORT BEFORE THE APPROVAL OF THE CONSENT AGENDA. THE MOTION CARRIES.**

BOARD SPECIAL COMMITTEE LIAISON REPORTS

- Board Finance Committee: Trustee Jeff Davis-primary; Trustee Steven Drew-secondary
- Trustee Davis and Trustee Drew attended the auditor's exit meeting with Dr. Tolefree on December 18. They noted the report contains the results of the independent accountability audit of SPSCC from July 1, 2019-June 30, 2023. It was straightforward. There were no findings, and there were a couple of recommendations, but really no cause for concern. The auditor recommended that we make sure we have policies and procedures in place about canceled checks and outstanding checks that were over 180 days. It was another glowing review, which the auditor wrote in her report: "...College operations complied, in

all material respects, with applicable state laws, regulations, and its own policies, and provided adequate controls over the safeguarding of public resources."

It was moved by Trustee Drew, seconded by Trustee Mah, and carried **THAT THE FOLLOWING CONSENT AGENDA BE APPROVED:**

A. ADOPTION OF MINUTES

- December 12, 2023 regular board meeting

B. MEETINGS AND CONFERENCES

- National Legislative Summit, February 4-7, 2024, Washington, D.C.

C. ANNOUNCEMENTS

D. DATE OF THE NEXT BOARD MEETING

Regular Meeting

February 13, 2024

2:30-4:30 p.m.

South Puget Sound Community College

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E. WASHINGTON STATE AUDITOR'S REPORT

The Washington State Auditor has completed audits of SPSCC: Accountability Audit for the period July 1, 2019 through June 30, 2023 and their Financial Statements Audit for the period July 1, 2021 through June 30, 2022. The Board reviewed the audit reports in advance. Board approval of the Consent Agenda indicated Board acceptance of the Washington State Auditor's Audit Reports for the College.

PUBLIC COMMENTS

The Board Chair announced, "Board Policy 105 (*Meetings*) allows for oral comments or questions by members of the public on any matter relevant to its responsibilities and duties in the operations of the college. Consistent with this policy, comments may be limited to three minutes per person. The board is here to listen and typically does not respond and/or engage in public comments. We will now hear from individuals who wish to comment."

There were no public comments.

BOARD SPECIAL COMMITTEE LIAISON REPORTS

- ACT Legislative Action Committee (LAC): Trustee Doug Mah-primary; Trustee Steven Drew-secondary
 - On January 25 the Association of College Trustees, along with the presidents, will be doing a Hill Climb. SPSCC will not be participating since we are there often. However, there is a Trustee Tuesday that trustees can attend at 8:00 a.m. on January 23, at which they will be going over talking points and details around the Hill Climb. Additionally, they will

cover the activities scheduled for the National Legislative Summit in Washington, D.C.

- The State Board sent the final 2024 supplemental operating and supplemental capital budget requests for the system.
- Trustee Mah will participate in the annual Trustees and Regents day on the hill on January 18. The community colleges join forces with four-year colleges and universities to approach legislature on some common themes/requests and advocate for higher education within Washington State.
- Foundation Board: Trustee Judy Hartmann-primary; Trustee Rozanne Garman-secondary
 - Foundation Board will conclude their Strategic Planning Sessions, with the last one on January 10. There will be some intensive work by the Foundation staff regarding strategies for meeting their Strategic Plan. Their work will be shared with the trustees.

REPORT FROM THE COLLEGE PRESIDENT

Dr. Andreas provided the Report from the College President:

- There were no reports from the ASB President, Faculty Union President, and Faculty Senate Coordinator.
- She asked Dr. Pelkey for an enrollment update: Enrollment is up, somewhere between 13-15% up from this time last year. Even with the upcoming drops, prediction is that we will end up 12% from where we were this time last year. Among other factors helping the enrollment growth: Running Start is doing well; 35% increase in ESL population; state enrollment, although a bit slower, is coming back; work that faculty does; retention work; and services across the college.
- We received a Letter of Decision from the Washington State Board of Nursing, approving our substantive change request for the evening/weekend Nursing Program to permanently change to a hybrid didactic delivery modality. Kudos to our nursing team.
- We received \$1.878M endowment from the OJ and Mary Christine Harvey Educational Foundation Endowment Fund, the largest single gift in the college's history, which will all be for scholarships.
- Our system's 2024 operating budget request includes the addition of \$950,000 to expand climate solutions curriculum at CTCs.
- The NWCCU has changed their process a bit. It used to be every seven years was a big accreditation report and visit and then every three years they come and do a spot check. Now, they do a three-year spot check, which we had a few years ago; and they do a six-year review of all of our policies. We will send it in and they will do essentially a desk audit on our policies. The report is due in October so we will have that information to the Board in July for approval to go to NWCCU.

- The President's Outreach / Professional Development / Advocacy Activities List is in TAB 2.

STUDY SESSION

Core Theme 1: Student Achievement

Dr. Dave Pelkey, Vice President for Student Services; Dr. Michelle Andreas, Vice President for Instruction; and Jennifer Tuia, Director of Institutional Research, provided an update on Core Theme 1.

Goals and Measures of Student Achievement:

- Goal 1: Increase student persistence
 - Above baseline, but down 5 points from preliminary data: Students transition from prior basic skills into pre-college math (or college-level math)
 - Below baseline, and down 2 points: Students transition from 0 credits to 15 (or more) college-level credits within the year
 - Above baseline, and up 4 points: Students transition from 30 credits to 45 college-level credits within the year
 - Above baseline, and up 8 points: Students complete a college-level math within their first academic year
 - Above baseline, and up 3 points: Students are continuously enrolled during their first academic year
- Goal 2: Increase certificate and degree completion in transfer and workforce programs
 - Above baseline, and up 3 points: Students graduate with a degree/certificate within 3 years
- Goal 3: Increase job placement for workforce education students
 - Slightly above baseline, and up 1 point: Workforce students are employed within 12 months after completion/graduation

Dr. Andreas and Dr. Pelkey reviewed how "we continue to move the needle":

- Focus on 0-15 credits through early alerts, referrals to tutoring, IGNITE
- Revise Career and College Success courses (CCS) focusing on transfer and preparation for work
- Complete revision of pathway maps
- Rebuild annual schedule process to best serve students
- Revise case management model for monitoring and intervening to support students
- Implement changes to the faculty mentoring role
- Built new standards for teaching excellence regardless of modality
- Grow IGNITE programs
- Revise and implement College-wide Abilities (Analytical Reasoning, Effective Communication, Information Literacy, Multicultural Awareness, and Social Responsibility
- Implement new Data Analysis and Action Plan (program review) process

Marketing Efforts

Kati Sagawa, Director of Marketing & Communications, presented the college's *Expanded Marketing Enrollment Campaign*:

Recap of Summer/Fall 2023:

- Existing Campaigns Ongoing: refer to year-round digital marketing & advertising strategies that focus messaging on 3 key audiences: Returning Adults (21-45), High Schoolers / Recent Graduates (16-20), and Running Start parents (40-55)
 - While the ultimate goal is to increase program enrollment, marketing creates success goals around the number of "Request Info" form submissions, Event RSVPs, and click-through-rates – direct outcomes of advertising tactics.
- Pathways Campaign: reaching a wider Thurston County audience with Pathways & career messaging
- Programs Campaign: for programs with low enrollment: Architecture, Engineering & Construction Technology; Machining Technologies; Automotive Technology; Early Childhood Education; Paralegal; High School+; Music (DTA); Culinary Arts; Dental Assisting
 - Fall 2023 enrollment saw overall growth. In this expanded campaign, many programs saw enrollment increases, while some did not.
 - One sample of program success is Culinary Arts. Dedicated faculty, staff, and marketing concluded in a well-attended 'open kitchen' information session event and a fully enrolled Fall 2023 cohort.
- BAS Craft Campaign: nationwide recruitment for our BAS in Craft Beverage Management & Quality Assurance, plus AAS-T
 - The Craft Beverage campaign was successful in meeting 2 out of 3 of its primary goals, and did meet all of its secondary goals.

What 2024 Looks Like:

- Adjustments from Lessons Learned and New Priorities
- Newer Marketing and Outreach Strategies
- Spending on Existing Campaigns Ongoing; supporting the Craft Beverage BAS program and Computer Science BS program; supporting low-enrolled Prof Tech programs: Dental Assisting, Automotive, AEC Technology, Craft Brewing & Distilling

BUILDINGS AND GROUNDS No Report.

BUDGET AND FINANCE No Report.

COMMENTS FROM INDIVIDUAL MEMBERS OF THE BOARD OF TRUSTEES

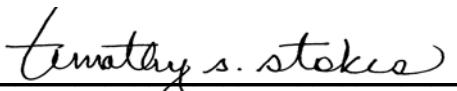
EXECUTIVE SESSION None.

RECONVENE REGULAR MEETING None.

ACTION ITEM FROM EXECUTIVE SESSION None.

ADJOURNMENT 4:38 P.M.


ROZANNE GARMAN, BOARD CHAIR
SOUTH PUGET SOUND COMMUNITY COLLEGE


TIMOTHY STOKES, SECRETARY
SOUTH PUGET SOUND COMMUNITY COLLEGE