



CENTRAL OREGON
COMMUNITY COLLEGE
Board of Directors' Meeting
Tuesday, November 17, 2015 – 6:00 PM
Christiansen Boardroom – Bend Campus

TIME**	ITEM	ENC.*	ACTION	PRESENTER
6:00 pm	I. Call to Order			Ricks
	II. Executive Session: ORS 192.660 (1)(h) Potential Litigation ORS 192.660 (1)(e) Real Property Transactions			Moore☐
	III. Introduction of Guests			
6:20 pm	IV. Agenda Changes			
6:21 pm	V. Public Hearing and Testimony			
	A. RAD Certification & WACLEA Award (Rape Aggression Defense & Western Assn. of Campus Law Enforcement Administrators)			Metcalf☐
	B. Awards Recognition Awards (Howell, Van Diest Kolb, Barry, Harmon)			Newby/Moore/Cecchini☐
6:30 pm	VI. Consent Agenda***			
	A. Minutes			
	1. Regular – October 7, 2015	6.a1	X	Smith
	B. Personnel			
	1. New Hire Report (October 2015)	6.b1	X	Sorenson ^A
	2. Contract Approval to Hire (Barry)	6.b2	X	✓
	3. Contract Approval to Hire (Hice)	6.b3	X	✓
6:35 pm	VII. Information Items			
	A. Financial Statements	7.a		Bloyer ^A
	B. Housing Operations Report	7.b		Moore ^A
	C. OCCA Conference Update			Ricks/Mundy/ Craska Cooper☐
	D. Student Success: Math	7.d		Newby☐
7:00 pm	VIII. New Business			
	A. Mazama 101/102 Remodel-Contract Award	8.a	X	Viola☐
	B. 1 st Reading – Board Policies	8.b	X	Abernethy☐
7:10 pm	IX. Board of Directors' Operations			
	A. Board Member Activities			
7:20 pm	X. President's Report			
	A. Updates			
	1. COCC Symphony and Music Department			Gesme☐
	XI. Dates			
	A. Wednesday, December 9 – Board of Directors' Meeting – Bend Campus			
7:40 pm	XII. Adjourn			



CENTRAL OREGON COMMUNITY COLLEGE
Board of Directors' Meeting – MINUTES
Wednesday, October 7, 2015 – 6:00 PM
Donald V. Reeder Community Room, COCC Madras Campus
Madras, OR

PRESENT: David Ford, Vikki Ricks, Laura Craska Cooper, Anthony Dorsch, Bruce Abernethy, Joe Krenowicz, Ron Bryant, Board Attorney, Dr. Shirley Metcalf-President, Julie Smith-Executive Assistant.

ABSENT: John Mundy

David Ford-board chair, called the meeting to order.
Chair Ford asked that attendees pause for a moment of silence for the shooting victims of the Umpqua Community College – Roseberg, Oregon.

INTRODUCTION OF GUESTS: Don Reeder-former board member and Bean Foundation representative, Jeremy Green, Courtney Snead, Rick Molitor-Jefferson County School Superintendent, Janet Narum, Carrie McCormick, Jennifer Oppenheimer, Anita Goodwin, Cady-Mae Coon, Janet Brown, Dana Martin, Melinda Boyle, Angelina Ptomey, Billie Stedman, Cheryl Britton, Brady Hickman, Steve Curley, Mark Gregory-statewide director of SBDC, Jerry Schulz, Matt McCoy, Zak Boone, Kevin Kimball, Alicia Moore, Stacey Donohue, David Dona, Michael Fisher, Chad Harris, Ron Paradis, Tucker Bauman, representatives from Deer Ridge Correctional Institution, Glenda Lantis, Jenni Newby, Lisa Bloyer, Sally Sorenson, Joe Viola, Dan Cecchini, Carol Higginbotham, Glenda Lantis, and others.

PUBLIC HEARING AND TESTIMONY:

Madras Campus Update

Jeremy Green – Madras campus administrator gave a PowerPoint presentation on the Madras Campus. He reviewed campus enrollment, classes and activities.

Deer Ridge Correctional Institution

Janet Narum – director of education gave an update of classes and activities at Deer Ridge. She reviewed that the 2015 Spring Graduation at the Deer Ridge campus was a ceremony of hope for 130 people in attendance. A recent GED completion summary for Oregon State prisons showed that Deer Ridge has had nine GED graduates since July 2015. Janet shared that the Deer Ridge program shines compared with other institutions that are much larger than that of Deer Ridge having fewer graduates. She also noted that COCC's Small Business Development Center is continuing with its Entrepreneur Program, the class provides inmate students with entrepreneurial tools, business planning skills, and a structured approach to succeeding in business. One inmate student shared that he has benefitted greatly from the classes offered by COCC and has a business he plans to pursue after his release in November. He commented that the GED program is like a locksmith, giving students the keys to new opportunities.

CONSENT AGENDA:

Mr. Bruce Abernethy moved to approve the Consent Agenda (Exhibit: 5). Ms. Vikki Ricks seconded. MCU. Approved. M10/15:1

BE IT RESOLVED that the Board of Directors approved the regular meeting Minutes of September 9, 2015 (Exhibit: 5.a1);

BE IT RESOLVED that the Board of Directors reviewed and approved the September 2015 New Hire Report (Exhibit: 5.b1);

BE IT RESOLVED that the Board of Directors approves the employment contracts for Diane Ross-assistant director of HR and EEO/AA/Title IX officer (Exhibit: 5.b2); Vaughan Briggs-temporary instructor of business administration for CEED (Exhibit: 5.b3); Dan Holland-temporary instructor of manufacturing technology (Exhibit: 5.b4).

INFORMATION ITEMS:

Financial Statements – (Exhibit: 6.a)

The Board of Directors were apprised of the August 2015 Financial Statements.

Construction Update – (Exhibit: 6.b)

The Board of Directors' were apprised of the monthly (September 2015) Construction Projects Updates for -

- CCB-Campus Center Building Phase I Remodel
- Information Technology.

Housing Operations Report (Exhibit: 6.c)

The Board of Directors' were apprised of the monthly (September 2015) Housing Operations Report. COCC hosted a ribbon cutting ceremony on September 17, with approximately 80 people in attendance, including representatives from Mahlum Architecture, Pinnacle Architecture, and Lease-Crutcher-Lewis.

Staff has been working with a local videographer to develop a three to four minute promotional video that will be complete in time for winter term recruitment. The College will use the video on the COCC website, via social media, and in email communications.

Bobcat Orientation Overview (Exhibit: 6.d)

Several years ago, COCC's Strategic Enrollment Management Committee identified the need for the College to be more intentional and strategic about identifying key strategies known to positively influence student retention and completion. Bobcat Orientation is marketed towards all new, returning after an absence, or transfer certificate-and degree-seeking students.

Alicia Moore thanked board member Vikki Ricks for helping with Bobcat Orientation.

Student Success (Exhibit: 6.e)

During the 2014-15 academic year, each community college in Oregon was asked to identify a Developmental Education Redesign Team that would work together to determine which of the recommendations, that had been developed by the statewide workgroup, would be implemented at each institution. The COCC Development Education Redesign Team participated in a full day

meeting in Salem in the fall of 2014 where they worked with a national facilitator to determine which recommendations COCC planned to implement.

BOARD OF DIRECTORS' OPERATIONS:

Board Member Activities

- Mr. Abernethy** Chamber After Hours at COCC's Science Center Bldg.
Anthony's Feast at the Old Mill fundraiser for COCC's Culinary
Real Estate Committee Meeting
COCC's vigil for Umpqua Community College victims
- Mr. Ricks** Greater La Pine Adult Education Meeting
COCC Foundation Board Retreat
All College Kickoff
Open House & Ribbon Cutting for Residence Hall
Training for Bobcat Orientation (volunteers)
Bobcat Orientations
OCCA Forum and Board Meeting at Rogue Community College in Grants Pass
- Mr. Dorsch** Phone call with Ron Munkers – former Redmond school board member
Phone call with Oregon Ethics Commission
- Ms. Craska Cooper** Real Estate Committee Meeting
Lunch Meeting w/David Ford
Open House & Ribbon Cutting for Residence Hall
- Mr. Ford** Open House & Ribbon Cutting for Residence Hall
OSU-Cascades Advisory Board Meeting
Chamber After Hours event at COCC Science Center Bldg.
Lunch Meeting with Laura Craska Cooper
Chamber's Economic Forecast Breakfast
Meeting w/Matt McCoy regarding 12 acre parcel
Real Estate Committee Meeting
- Mr. Krenowicz** Open House & Ribbon Cutting for Residence Hall
Jefferson County Education Council
Met w/President Metcalf and Madras Business Owners

PRESIDENT'S REPORT

Credit Student - Profile

Alicia Moore gave a PowerPoint presentation reviewing credit FTE students of ethnicity, residency financial aid. She talked about increasing off-campus programs, casual learners, dually admitted students of border states and non-residence, minority and veteran students.

COCC Foundation

Matt McCoy-vice president for administration, introduced Zak Boone-executive director of the COCC Foundation. Zak gave a PowerPoint presentation reviewing the mission and vision statement of the COCC Foundation.

Campus Public Safety

Matt McCoy and Jim Bennett-Director of Campus Public Safety reviewed the college's "Active Violence Response." The department is committed to being prepared and well trained for any act of violence including: a shooting, bomb threats, use of other weapons or a person committing any act(s) of violence that may, result in injuries to others, or themselves.

ADJOURN: 8:10 PM

APPROVED;

ATTEST TO;

Mr. David Ford, Board Chair

Dr. Shirley I. Metcalf, President

Central Oregon Community College
Board of Directors
NEW HIRE REPORT – October 1 – 31, 2015

Name	Date Hired	Location	Job Title
Administrative Part-Time			
Walker, Christine	10/07/2015	Bend	Latino CPP Coord
Classified Full-Time			
Irwin, Kaleb R	10/13/2015	Bend	Custodian
Mayfield, Dustin	10/01/2015	Bend	Maint Spec, HVAC
Solar, Jacob	10/13/2015	Bend	Custodian
Terrazas, Maria De La Luz	10/12/2015	Bend	Custodian
Wilson, Michelle Ann	10/08/2015	Bend	Custodian
Temporary Hourly			
Beebe, Kyle Derek	10/26/2015	Bend	Science Tutor
Bocchi, Chris William	10/12/2015	Bend	EMT Lab Instructor
Doorn, Edd	10/03/2015	Bend	Accounting Tutor
Johnson, Cody Matthew	10/19/2015	Bend	German Tutor
LeBlanc, Joshua James	10/14/2015	Bend	Lab Attendant
McCullough, Connor	10/14/2015	Bend	Math Tutor
Merad, Nicolas	10/07/2015	Bend	EMT Lab Assistant
Rigney, Andy M	10/15/2015	Bend	EMT Lab Instructor
Scott, Douglas	10/05/2015	Bend	Aviation Tutor
Severe, Sarah Elizabeth	10/05/2015	Bend	Nursing Tutor
Siewert, Declan Kai	10/05/2015	Bend	Math Tutor
Spoerer, Tracey Thomas	10/01/2015	Bend	Math Tutor
Thompson, Makaela M	10/05/2015	Bend	Math Tutor

**Central Oregon Community College
Board of Directors: Resolution**

Prepared by: Sally Sorenson, Director of Human Resources

Subject:	Approve employment contract for SEANA BARRY as CAP Center Director .
Strategic Plan Themes and Objectives:	
Institutional Sustainability Objectives	<p>This position:</p> <p>IS.5 - <i>Further develop and enhance employees and operational systems to ensure institutional quality and viability.</i> This position supports access to programs and services to students, through academic advising, in all campus locations.</p> <p>IS.8 - <i>Support enrollment and success of underrepresented students.</i> The CAP Center supports underrepresented students by guiding with course placement, testing, and counseling.</p> <p>IS.9 - <i>Expand access throughout the district with long-term strategies for educational services in underserved areas.</i> This CAP Center supports access to programs and services, oversees career development and job placement guidance to students, through the Career Services Coordinator, in all campus locations.</p>
Transfer and Articulation Objectives	<p>This position:</p> <p>TA.1 - <i>Maximize support services, from entrance to transfer, to promote access and success for students intending to transfer.</i> The CAP Center assists students understand their path and course requirements to transfer into a four-year program.</p> <p>TA.2 - <i>Maintain and strengthen student opportunities to make progress toward degree completion and/or transfer.</i> CAP Center assists students in maximizing completion within two years or as soon as possible.</p>
Workforce Development Objectives	<p>This position:</p> <p>WD.1 - <i>Maximizes support services, from entrance to transfer, to promote access and success.</i> The CAP Center team advises, counsels, and maintains a student-centered atmosphere that is responsive to student success.</p>

A. Background

This is a replacement position. The **CAP Center Director** position is a 12-month, professional staff position within the Career Advising and Placement Center department at Central Oregon Community College. The positions primary purpose is to provide administrative direction in the

planning, implementing, and assessing of programs, policies and procedures related to the CAP Center services student career development and student job placement, academic advising, personal counseling, and academic assessment in support of the mission, vision, and strategic goals of the College. Foster a department culture of student-centered activity and student success.

B. Options/Analysis

- Approve the employment contract for SEANA BARRY as CAP Center Director.
- Decline approval of the employment contract for SEANA BARRY as CAP Center Director.

C. Timing

The CAP Center Director position is appointed for a 12-month employment contract each fiscal year. For the 2015-16 fiscal year the initial employment contract period will be from January 1, 2016 to June 30, 2016. As with all other exempt employees, a new contract will be prepared for the next fiscal year that begins July 1.

D. Budget Impact

The salary conforms to the current approved Administrative salary schedule.

E. Proposed Resolution

Be it resolved that the Central Oregon Community College Board of Directors hereby approve the employment contracts for SEANA BARRY as CAP Center Director.

F. Miscellaneous

Ms. Barry is currently the Assistant Director of Admissions and Records for Central Oregon Community College and has been in this position 2008. Prior to COCC, Ms. Barry worked for LifeWise Health Plans as an Operations Team Lead in which she trained, supervised and coached more than 18 customer service staff on complex policies and processes. Prior to this, Ms. Barry served as the Admissions Counselor and Manager for the Admissions Telecounseling Department at Hutchinson Community College for seven years. Ms. Barry has a Bachelor's degree in Communications from the University of Kansas.

**Central Oregon Community College
Board of Directors: Resolution**

Prepared by: Sally Sorenson, Director of Human Resources

Subject:	Approve employment contract for MALISSA HICE as Financial Aid Advisor .
Strategic Plan Themes and Objectives:	
Institutional Sustainability Objectives	This position: IS.8 - <i>Support enrollment and success of underrepresented students.</i> The Financial Aid Advisor provides funding sources and support of ensuring access to programs and services.
Transfer & Articulation Objectives	This position: TA.1 - <i>Maximizes support services, from entrance to transfer, to promote access and success for students intending to transfer.</i> Financial Aid supports student success through providing financial guidance and support with the funding resources available to students. TA.2 - <i>Maintain and strengthen student opportunities to make progress toward degree completion and/or transfer.</i> The Financial Aid Advisor provides funding sources and support of ensuring access to programs and services.
Workforce Development Objectives	This position: WD.1 - <i>Maximize support services, from entrance to completion, to promote successful completion of CTE programs.</i> The Financial Aid Advisors supports the College mission of excellence in student services through guidance and counseling on funding resources, scholarships, student employment, and other services.
Lifelong Learning Objectives	This position: LL.1 - <i>Broaden lifelong learning opportunities based on assessed campus, community, and industry needs.</i> The Financial Aid Advisor provides advice to students regarding academic choices.

A. Background

This is a replacement position. The **Financial Aid Advisor** position is a 12-month, professional staff position within the Student Financial Aid department at Central Oregon Community College. The positions primary purpose is to provide specific financial aid and financial management advising to students, especially to those who are at risk of dropping out or are unable to enroll without financial assistance. Collaborate with other campus departments to create and staff activities across the College district that further students' understanding of financial

resources available to them to attend COCC. Proactively engage students in meetings and presentations regarding types of financial support available including scholarships, federal and state aid, employment and other alternative funding options. Support the financial aid department in student education efforts such as consumer information requirements, basic money management, default prevention and identity protection.

B. Options/Analysis

- Approve the employment contract for MALISSA HICE as Financial Aid Advisor.
- Decline approval of the employment contract for MALISSA HICE as Financial Aid Advisor.

C. Timing

The Financial Aid Advisor position is appointed for a 12-month employment contract each fiscal year. For the 2015-16 fiscal year the initial employment contract period will be from November 1, 2015 to June 30, 2016. As with all other exempt employees, a new contract will be prepared for the next fiscal year that begins July 1.

D. Budget Impact

The salary conforms to the current approved Administrative salary schedule.

E. Proposed Resolution

Be it resolved that the Central Oregon Community College Board of Directors hereby approve the employment contracts for MALISSA HICE as Financial Aid Advisor.

F. Miscellaneous

Ms. Hice received her Master of Science in Mental Health Counseling from Oregon State University Cascades. Her professional experience includes diverse areas such as human resources, customer service and the US Census Bureau. Ms. Hice is currently employed as a Financial Aid Specialist for Central Oregon Community College where she has been assisting students with veteran benefits, scholarships, file review and customer service.

Central Oregon Community College
Monthly Budget Status
Highlights of September 2015 Financial Statements

Cash and Investments

The Colleges' operating cash balances currently total \$24.7 million. The September average yield for the Local Government Investment Pool remains unchanged at .54 percent.

The bond proceeds held in cash totals \$873 thousand as of the end of September.

General Fund Revenues

The College received an additional \$1 million in fall tuition and fee revenues in September. The budgeted transfers-in have been posted for the year.

General Fund Expenses

The expenses through September 2015 include the required budgeted inter-fund transfers-out for the fiscal year.

Budget Compliance

All general fund appropriation categories are within budget.

Central Oregon Community College

Cash and Investments Report

As of September 30, 2015

College Portfolio	<u>Operating Funds</u>	<u>Bond Funds</u>	<u>Trust/Other Funds</u>
Cash in State Investment Pool			
4089 - General operating fund	\$ 22,711,046		
3624 - Robert Clark Trust			\$ 371,309
3707 - Residence Hall bond funds		\$ 476,616	
3948 - Residence Hall retention		\$ 397,104	
September Average Yield .54%			
Cash in USNB	\$ 2,024,757		
Cash on Hand	\$ 4,600		
Total Cash	<u>\$ 24,740,403</u>	<u>\$ 873,720</u>	<u>\$ 371,309</u>

Central Oregon Community College
Monthly Budget Status
September 2015

Exhibit 7a
17-Nov-15

<u>General Fund</u>	<u>Adopted Budget</u>	<u>Year to Date Activity</u>	<u>Variance Favorable (Unfavorable)</u>	<u>Percent of Budget Current Year</u>	<u>Percent of Budget Prior Year</u>
Revenues					
District Property Taxes:					
Current Taxes	\$ 14,180,000	\$ -	\$ (14,180,000)	0.0%	0.0%
Prior Taxes	623,000	241,612	(381,388)	38.8%	25.6%
Tuition and fees	16,679,000	6,100,402	(10,578,599)	36.6%	36.8%
State Aid	9,110,000	2,307,465	(6,802,535)	25.3%	23.9%
Interest & Misc. Income	70,000	393	(69,607)	0.6%	1.9%
Transfer-In	1,874,500	1,874,500	-	100.0%	98.8%
Total Revenues	\$ 42,536,500	\$ 10,524,371	\$ (32,012,129)		
Expenses by Function					
Instruction	\$ 19,343,813	\$ 2,358,576	\$ 16,985,237	12.2%	12.7%
Academic Support	3,136,473	681,540	2,454,933	21.7%	20.4%
Student Services	4,835,160	961,015	3,874,145	19.9%	21.1%
College Support	5,264,718	1,314,104	3,950,614	25.0%	26.4%
Plant Operations and Maintenance	4,599,224	946,242	3,652,982	20.6%	20.0%
Information Technology	4,090,108	1,289,067	2,801,041	31.5%	26.0%
Financial Aid	52,897	4,394	48,503	8.3%	8.8%
Contingency	800,000	-	800,000	0.0%	0.0%
Transfers Out	2,602,618	2,585,299	17,320	99.3%	99.7%
Total Expenses	\$ 44,725,011	\$ 10,140,236	\$ 34,584,775		
Revenues Over/(Under) Expenses	\$ (2,188,511)	\$ 384,136	\$ 2,572,647		

Central Oregon Community College
Monthly Budget Status
September 2015

Exhibit 7a
17-Nov-15

	<u>Adopted Budget</u>	<u>Year to Date Activity</u>	<u>Variance Favorable (Unfavorable)</u>	<u>Percent of Budget Current Year</u>	<u>Percent of Budget Prior Year</u>
<u>Non General Funds</u>					
Debt Service Fund					
Revenues	\$ 5,332,461	\$ 1,618,409	\$ (3,714,052)	30.4%	16.0%
Expenses	5,279,505	351,753	4,927,752	6.7%	11.0%
Revenues Over/(Under) Expenses	\$ 52,956	\$ 1,266,656	\$ 1,213,700		
Grants and Contracts Fund					
Revenues	\$ 1,850,369	\$ 110,624	\$ (1,739,745)	6.0%	8.0%
Expenses	1,904,487	251,779	1,652,708	13.2%	13.6%
Revenues Over/(Under) Expenses	\$ (54,118)	\$ (141,155)	\$ (87,037)		
Capital Projects Fund					
Revenues	\$ 2,037,398	\$ 2,026,751	\$ (10,647)	99.5%	10.5%
Expenses	7,215,300	1,477,005	5,738,295	20.5%	10.5%
Revenues Over/(Under) Expenses	\$ (5,177,902)	\$ 549,745	\$ 5,727,647		
Enterprise Fund					
Revenues	\$ 8,612,326	\$ 2,000,239	\$ (6,612,087)	23.2%	21.4%
Expenses	9,627,759	3,209,712	6,418,047	33.3%	23.8%
Revenues Over/(Under) Expenses	\$ (1,015,433)	\$ (1,209,473)	\$ (194,040)		
Auxiliary Fund					
Revenues	\$ 9,502,382	\$ 4,547,999	\$ (4,954,383)	47.9%	40.9%
Expenses	10,553,349	3,948,159	6,605,190	37.4%	40.9%
Revenues Over/(Under) Expenses	\$ (1,050,967)	\$ 599,840	\$ 1,650,807		
Reserve Fund					
Revenues	\$ 9,336	\$ -	\$ (9,336)	0.0%	0.0%
Expenses	510,000	407,333	102,667	79.9%	63.9%
Revenues Over/(Under) Expenses	\$ (500,664)	\$ (407,333)	\$ 93,331		
Financial Aid Fund					
Revenues	\$ 18,445,575	\$ 1,904,077	\$ (16,541,498)	10.3%	10.3%
Expenses	18,472,306	1,068,872	17,403,434	5.8%	6.7%
Revenues Over/(Under) Expenses	\$ (26,731)	\$ 835,205	\$ 861,936		
Internal Service Fund					
Revenues	\$ 390,767	\$ 27,489	\$ (363,278)	7.0%	7.2%
Expenses	516,989	170,843	346,146	33.1%	13.2%
Revenues Over/(Under) Expenses	\$ (126,222)	\$ (143,354)	\$ (17,132)		
Trust and Agency Fund					
Revenues	\$ 1,809	\$ 475	\$ (1,334)	26.3%	25.2%
Expenses	3,000	-	3,000	0.0%	0.0%
Revenues Over/(Under) Expenses	\$ (1,191)	\$ 475	\$ 1,666		



HOUSING OPERATIONS REPORT Board of Directors' Meeting - November 2015

STRATEGIC PLAN CONNECTION

Institutional Sustainability: Objective IS.4, IS.6, IS.7
Transfer and Articulation: Objective TA.1
Workforce Development: Objective WD.1

OCCUPANCY and BUDGET UPDATE

Fall Term

270 students were scheduled to move into the building and all had completed contracts, submitted deposits, and roommate assignments. 15 students did not show; only two of these students are registered at COCC. 11 students moved out the first week and only five remain as COCC students. With one additional move out since the first week, current occupancy is 243 students, with the following demographics:

- 129 men; 110 women; 4 did not respond
- 213 COCC only students; 30 dually admitted/OSU-Cascades students
- 57 in-district residents; 186 non-residents
- 25 returning students; 218 new students

Budget

As discussed during the Board retreat, this lower-than-anticipated occupancy does have a negative impact on the long-term budget forecast for the residence hall. However, due to conservative fiscal planning within the pro forma, decreased first-year expenditures, and the potential use of larger-than-anticipated non-general fund carry over from Juniper Hall operations, the College may be in a position to pay off the new residence hall's debt service more quickly than originally forecasted. This financial position will be revisited annually as occupancy and other key factors are realized.

Winter Term

As of November 9, we have 21 new applications for winter term. Details will be provided in the December Board report.

MARKETING UPDATES

Current Student Surveys

Housing staff conducted a short survey with residents in attempts to determine why students chose to live on campus and to which prior marketing activities they responded. Based on a review of information collected, having an "authentic college experience" and "convenience" were the top two reasons students chose to live on campus. In terms of marketing, campus tours and word of mouth ranked as the most effective marketing means, noting that this aligns with national findings for both why students choose a college, as well as live on campus. When asked whether they would have chosen COCC if it did not offer a residence hall, 53% indicated yes and 47% indicated no.

Student satisfaction surveys will be sent out later in the year.

No Show and Move Out Survey

Staff contacted students who applied, but did not complete other aspects of the process (85 students), did not show on move-in day (15 students), and those who moved out during the first week (11 students) and received responses from 46 students. Of these, 23 students indicated that they chose not to attend COCC, 11 chose not to live on campus and/or attend COCC due to financial reasons, 12 decided to live off campus, and the remaining three responses varied (students could choose more than one response).

Marketing: Past and Future

The appendix to this document provides a listing of all marketing activities specifically connected with COCC student housing from this past year. Housing marketing staff, College Relations and Admissions and Records are working together to better analyze effectiveness of these campaigns in order to better inform future work. Regardless, the following housing marketing activities have been proposed. Note that these activities are in addition to traditional, on-going efforts through Admissions and Records staff (e.g., prospective student communications, high school visits, counselor mailings, college fairs, etc.)

Anticipated Expenses thru June 30, 2016			
What	Description	Qty	\$
Print	16/17 Postcard	5,000	\$4,000
Print	16/17 Brochure	8,000	\$16,000
Digital	Winter Facebook ads	n/a	\$300
Digital	16/17 Facebook ads	n/a	\$1,200
Digital	Winter Prospective Student Emails	n/a	\$0
Digital	16/17 Prospective Student Emails	n/a	\$0
Print	Winter Prospective On Campus Fliers	n/a	\$50
Onsite	Winter Prospective On Campus Events	n/a	\$0
Advertisement	Winter Prospective Craigslist Post	n/a	\$0
Mailings	Postcard Postage	5,000	\$500
Mailings	Brochures Postage	8,000	\$2,400
Mailings	Brochure Envelops	0	\$0
Onsite	16/17 Prospective HS Visits/Events	n/a	\$0
List Buy	16/17 Prospective HS Counselors	6,000	\$1,000
TOTAL			\$25,450

RESIDENCE LIFE UPDATE

The Community Assistants and professional staff develop regular social and academic activities in which to engage students. A sample of activities to date include:

- ASCOCC Bowling Night
- Democratic Debate
- Career Services Presentation
- Career Services tabling and individual counseling available each week
- Corn Maze/Pumpkin Patch
- Juniper Swim
- Cru Focus Group (student club)
- Consent (sexual assault workshop with Saving Grace)

- Door decorating
- Board game night
- Halloween Hall (residence hall is open to the community for kids to trick or treat, student government coordinates activities, and community assistants have a variety of child-friendly activities planned).
- Late Night Librarian: Started October 21 and every Wednesday from 9:00pm-10:00pm (librarian is available to help with papers, citing, and finding sources).

SUMMER CONFERENCING UPDATE

Stephanie Bilbrey, COCC's Summer Conferences/Housing Marketing Coordinator, is beginning work to formalize COCC's summer conference process. While the College has several repeat conference clients each summer, this work will help develop a larger summer conference program. Activities include a "key activities" timeline, an updated summer conferences contract, reviewing rental prices, staffing, budget, and related work. Updates provided in future reports.

APPENDIX: 2014-15 MARKETING ACTIVITIES

Type*	What	When	Who	Estimated #
O	Admissions Housing Tours	Ongoing	Admission Tour Groups	
P	Postcard after inquiry	Ongoing	Fall 2015 Recruits	1000+
D	Email	Ongoing	Banner Housing Interest List	300
D	Web Content	Ongoing	Any	
P	Campus Banner Display	Ongoing	Current and Visiting Students	
P	Postcards	May 2014	Out-of-State Counselors - AK, AZ, CO, HI, MT, UT	1625
P	Postcards	May 2014	Counselors - OR, CA, WA, ID, NV	2612
P	Poster w Letter	Jan. 2015	Out-of-State Counselors - AK, AZ, CO, HI, MT, UT	1625
P	Poster w Letter	Jan. 2015	Counselors - OR, CA, WA, ID, NV	2612
P	Poster	Mar. 2015	OSU-Cascades Applicants/ Admits	160
P	Poster with Letter	Apr. 2015	Tier 1 & 2 Out-of-District Counselors	20
P	Poster with Letter	Apr. 2015	Targeted Rural Counselors (Sprague, Paisley, Condon, Fossil, Morro)	5
O	Housing Tours	Apr. 2015	In-District Future Center/ASPIRE Coordinators	20
P	COCC Gift box	Apr. 2015	In-District Future Center/ASPIRE Coordinators	20
O	Housing Tours	Apr. 2015	In-District Counselors	30
P	Poster with Letter	Apr. 2015	In-District Counselors	30
D	Blurb in e-Newsletter	May 2015	OSC-Cascades Newsletter Recipients (cur enrolled)	~1000
O	VIP Luncheon pitch	May 2015	Local HS career centers, counselors and administrators	~30
O	50th Anniversary Event	May 2015	Community	150?
O	Radio ads	May-June 2015	Commbined Comm & Bend Radio Group	
O	Call Campaign	Summer 2015	Banner Interest List + Out-of-District Fall Enrolled	200
O	Call Campaign	Summer 2015	Withdrawals, Unpaid, Draft Applicants	60
D	Pandora Advertising - Students	Summer 2015	18-22 In and Out of District	437,000 impressions
D	Pandora Advertising - Parents	Summer 2015	Female 40-55 In and Out of District	
D	FB Advertising	Summer 2015	17-25, Pac. NW, interested in loans, college, rent, house, etc.	27000 impressions
P	Poster w Letter	Summer 2015	Banner Housing Interest List	200
D	Craigslist posting	Summer 2015	Community	

O / P	Letter on Door + drop-in sessions	Jun. 2015	Juniper Hall residents	~60
E	Bulletin Cover Story (Opening)	Jun. 2015	Local Community	
P	Poster with Letter	Jul. 2015	Recently admitted, interested in housing	~115
E	Radio Interviews	Jul. 2015	KPOV & KBND listeners	
D	Engagement Email	Jul. 2015	Current Res hall Applicants	~200
O	Open House	Jul. 2015	NSA attendees, Community	~150
E	Cascade Biz News Story	Aug. 2015	Local Community	35,000 impressions
O / D	Ribbon Cutting	Sept. 2015	Local Community	~150
E	Bulletin Cover Story	Sept. 2015	Local Community	
D	Video	Nov. 2015	Any, social media, recruit fairs?	

* P-Print; D-Digital; E- Earned Media; O-Other



Board Meeting Date: November 17, 2015

Exhibit No. 7.d

Approval: _____

Motion: _____

**Central Oregon Community College
Board of Directors: Information Item**

Subject	Student Success Report to the COCC Board of Directors
Strategic Plan Theme(s) and Objectives	
Institutional Sustainability	IS.8 - Support enrollment and success of underrepresented students.
Transfer and Articulation	TA.2 - Maintain and strengthen student opportunities to make progress toward degree completion and/or transfer. TA.3 - Provide students a high-quality general education.
Workforce Development	WD.3 - Maintain and strengthen student opportunities in CTE programs for students to achieve program completion and employment in their area of study.
Basic Skills	BS.4 - Students who successfully complete developmental writing and/or math courses will succeed in higher-level credit writing and math courses appropriate to their certificate or degree programs.
Lifelong Learning	
Prepared By	Jenni Newby, Interim Chief Academic Officer

ENSURING STUDENT SUCCESS THROUGH THE REDESIGN OF DEVELOPMENTAL EDUCATION: Update to the COCC Board of Directors

Background:

- 2013 – 2014: Developmental Education Redesign Work Group established which consisted of teams of four from each of Oregon’s 17 community college campuses.
- 2014 – 2015: Implementation Phase I (development of plan and initial implementation)
- 2015 – 2016: Implementation Phase II (implementation of plan)

COCC Developmental Education Implementation Phase I and II

During the 2014-15 academic year, each community college in Oregon was asked to develop a Developmental Education Redesign Team that would determine which recommendations that were developed by the statewide workgroup would be implemented at each institution. Once each college selected a team, they selected a team leader who participated in monthly meetings in Salem. The expectation was that the team leader would engage in activities with colleagues from the 17 community colleges and replication the planning activities on their campuses. Additionally, the state sponsored one meeting where all teams traveled to Salem to spend a day developing a plan for redesigning developmental education on their campus. COCC’s Developmental Education Redesign Team consisted of the following individuals: Jenni Newby, Instructional Dean; Doug Nelson, Math Faculty; Kathy Smith, Math Faculty; Vickery Viles, CAP Center Director; Eleanor Sumpter-Latham, English Faculty; Stacey Donohue, English Faculty; and Tina Hovekamp, Director of the Library. The lead for the COCC Developmental Education Redesign Team is Jenni Newby.

Development of the Developmental Education Implementation plan

The COCC Developmental Education Redesign Team participated in a full day meeting in Salem in the fall of 2014 where they worked with a national facilitator to determine which recommendations COCC planned to implement. Once the recommendations were chosen, the team worked together to develop a plan that included goals, outcomes, metrics for goal attainment, identification of people responsible for implementation of the recommendation. The team selected recommendations in the areas of reading and writing, math, and advising. Listed below are the selected recommendations, the goals/outcomes, metrics, person responsible, and status of attaining the goals.

Recommendation for Math: “Create a non-STEM pathway appropriate for the student population and mission of each college. These pathways would offer courses that prepare students to succeed in a college-level liberal arts mathematics course such as Math 105, Contemporary Math” (Developmental Education Redesign: Decreasing Attrition and Time to Completion in Oregon’s Community Colleges, 2014).

Math Implementation Plan

Goals/Actions	Result	Metrics	Responsibility	Status
<p>Middle of January 2015</p> <p>1) Math Department completes outcomes for courses</p> <p>End of January 2015</p> <p>2) Math Department meets with Vickery Viles & Beth Wright to establish special project</p> <p>6 weeks after #2</p>	<ul style="list-style-type: none"> ➤ More accurate Math placement ➤ Provoke conversation about changing Pathways Development of MTH 105 (Math in Society) for non-STEM students ➤ State acceptance of MTH 105 as the non-STEM math course Develop MTH 	<ul style="list-style-type: none"> ➤ Systematic & accurate placement of Bachelor degree seeking students properly placed in math ➤ Percent of Bachelor degree seeking students who complete their destination math course and/or math goal in their first year 	<p>Developmental Ed Team Leader</p> <ul style="list-style-type: none"> ➤ Jenni Newby <p>Point Person(s)</p> <ul style="list-style-type: none"> ➤ Doug Nelson ➤ Kathy Smith ➤ Charlie Naffziger <p>Specific Goals:</p> <ol style="list-style-type: none"> 1) Charlie Naffziger 2) Doug Nelson 	<p>Winter 2015</p> <p>The math department has submitted the new MTH 58 and MTh 98 courses to the COCC Curriculum Committee for review and approval. The two courses were approved by the COCC Curriculum Committee and at the state.</p>

<p>3) Design and develop new mechanism</p> <p>End of March 2015</p> <p>4) New tool ready for use</p> <p>Fall 2015</p> <p>5) Train Academic Advisors</p> <p>To be determined:</p> <p>8) Future</p>	<p>58 & MTH 98 to feed into MTH 105</p>	<ul style="list-style-type: none"> ➤ Persistence of Bachelor degree seeking students who persist in math sequence math courses ➤ Decrease in number of Bachelor degree seeking students who stop or take terms off before finishing their math sequence 	<p>3) Math Department & Vickery Viles</p> <p>4) Beth Wright</p> <p>5) Charlie Naffziger & Vickery Viles</p>	<p>Spring 2015</p> <p>The COCC Curriculum Committee approved the revised MTH 105 courses with new title and outcomes and the new MTH 58 and MTH 98 courses. The first MTH 58 course was taught as a pilot spring term 2015.</p> <p>Fall 2015</p> <ul style="list-style-type: none"> ➤ 1 section of Math 58 being offered (full with a waitlist) ➤ 1 section of Math 98 being offered (13 students enrolled) ➤ 1 Math 105 being offered (full with a waitlist)
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**Central Oregon Community College
Board of Directors: Resolution**

Prepared by: Joe Viola- Director of Campus Services, Julie Mosier- Purchasing & Contracts Analyst

Subject	Mazama Rooms 101/102 Remodel
Strategic Plan Themes and Objectives	
Institutional Sustainability	IS.6 - Further develop and enhance facilities to ensure institutional quality and viability.

A. Background

In response to the increased number of resident students, two classrooms in Mazama were identified to be repurposed to provide additional fitness center space. This remodel will create an auxiliary work out space for both students and staff during prime instructional hours. A formal Invitation to Bid was issued for the work and two Bidders responded. KellCon, LLC of Bend, OR submitted the low, responsive bid of \$144,000. Of the four possible Alternates, two were added for a total Bid of \$146,263.

B. Options/Analysis

Award the contract to KellCon, LLC for \$146,263.

Not award the contract to KellCon, LLC, cancel the bid and re-bid the project.

C. Timing

Award of the contract at this time will allow construction to start immediately, and open the facility as soon as possible.

D. Budget Impact

Construction funds have been allocated for this project and have been transferred in from REPAIR, Mazama Fees, Club Fees, and general Construction funds for this purpose.

E. Proposed Resolution

Be it resolved that the Central Oregon Community College Board of Directors award the contract to KellCon, LLC for \$146,263.

**Central Oregon Community College
Board of Directors: Resolution**

Prepared by: Bruce Abernethy – Board Member

Subject	1st Reading revised Board Policies
Strategic Plan Themes and Objectives	
Institutional Sustainability	Students will have the opportunity to be successful because the College has planned and invested appropriately to ensure high quality programs, services and facilities that support student learning and educational achievement.

A. Background

At the fall 2014 Board Retreat, Board members expressed interest in revising the governing process policies. In line with the fall 2015 Board Retreat discussion, the President recommends that the Board adopt the revised Governing Process Policies.

B. Options/Analysis

- 1) Approve the proposed revised Governing Process Policies.
- 2) Reject the proposed revised Governing Process Policies.

C. Timing

Approve at the November 17, 2015 Board of Directors' Meeting.

D. Recommendation

Be it resolved that the Central Oregon Community College Board of Directors do hereby approve as a first reading the revised Governing Process Policies.