

Board of Trustees Meeting

<mark>Virtual, Via Zoom</mark>:

Zoom Link: <u>https://cptc-edu.zoom.us/j/83973976878?pwd=NkpZSzZSeWJzR2djL1Nsb2dieWZQdz09</u> Passcode: BOTMeeting

Wednesday, July 14, 2021

Study Session: 3:00-4:00 p.m. Regular Meeting: 4:00-5:00 p.m.

Study Session Agenda

3:00	Call to Order, Introductions Carol Mitchell	
3:05	Review End Results that Arose from the Retreat Joyce Loveday	<u>Tab 1</u>
3:35	Key Findings from Dissertation Research Scott Latiolais	<u>Tab 2</u>
3:55	General Discussion	
3:55	Adjournment Carol Mitchell	
•••••	Regular Meeting Agenda	•••••
4:00	Call to Order, Introductions	
	Adoption of Agenda Carol Mitchell	
	Approval of the Special Meeting Minutes of	<u>Tab 3</u>
4:05	President's Report Joyce Loveday	
	 COVID response update Accreditation preparation Miscellaneous 	

4:20 College Reports or Highlights

	Spring Marketing Report Jenn Adrien	<u>Tab 4</u>
	Core Theme Presentation – Workforce Preparation Samantha Dana/Tom Broxson	<u>Tab 5</u>
	Summary Enrollment UpdateScott Latiolais/Sam Dana	
4:40	Chair's ReportCarol Mitchell	
4:45	Board Reports and/or Remarks All	
4:50	Public Comments	
4:55	New Business	
1.55	Executive Session Corol Mitchell	

5:00	Adjournment	Carol Mitchell
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Draft Trustee "End Results" Policy

CPTC exists to equitably prepare an increasingly diverse community with credentials, knowledge, and skills that enable graduates to afford to thrive in Pierce County. This is done in an environment of belonging and in a manner that demonstrates wise and sustainable stewardship of resources.

- 1) An increasing number of students complete degrees and obtain industry recognized credentials on time and at equitable rates across demographic groups.
- 2) Employees are equity-minded and equipped to serve a diverse student body.
- 3) CPTC is easy to access, responsive, and inclusive; especially for people of color, low income, and second-language learners.
- 4) Students are "held tightly" from the moment they enroll and are supported until they have reached their goal.
- 5) A culture and environment exist where community dialogue, transformation, and reconciliation occur.
- 6) Staff, faculty, and administration reflect the demographics of the students we serve.
- 7) Graduates experience a positive and equitable return on their educational investment.

Create definition page:

- Equitable rates
- Equity-minded
- Held tightly
- Transformation
- reconciliation

Sociodemographic Factors Influencing Choice of Career Training Program: An Analysis of Washington State Technical Colleges

DR. SCOTT J. LATIOLAIS NORTHERN ILLINOIS UNIVERSITY BOARD OF TRUSTEES PRESENTATION



Introduction: National Landscape

- 40% of all undergraduates in the U.S. are enrolled in community and technical colleges (Ma & Baum, 2015).
- **3.9 million** students enrolled in career training programs nation-wide (ACTE, 2014).
- < 800 thousand certs/associate's degrees awarded (AACC, 2017).
- **71%** increase in the number of students earning a certificate or associates degree from 2002 to 2012 (ACTE, 2020).



Introduction: Washington State Landscape

- < 219,000 state Community & Technical College (CTC) students (SBCTC, 2020).
- < 88,000 state students in career training programs (SBCTC, 2020).
- 20.5 billion annual contribution to state economy (SBCTC, 2020).
- 47% state CTC students are students of color (SBCTC, 2020).
- **38%** state CTC students receive need-based aid (SBCTC, 2020).



Background

- For technical college students in Washington state, the selection of a program of study is the first decision they make.
- Career-choice decisions have long-term impacts on job prospects, marketability, and wage-earnings potential (Baker et al., 2018; Berger, 1988; Beffy et al., 2012; Stevens et al., 2015).
- In the case of technical programs and colleges, job placement and post-completion earnings are central to mission fulfillment, meeting student expectations, and student upward mobility (Stevens et al., 2015).

Purpose of the Study

The purpose of this quantitative study was to determine if student sociodemographics influence the selection of a career training program with varying wage-earning potentials in Washington State technical colleges.

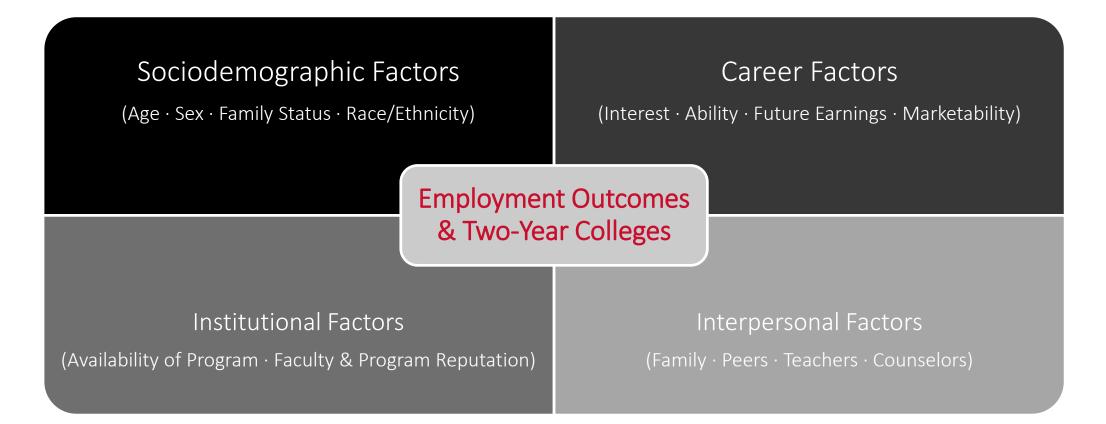


Research Questions

 What is the relationship between age, economic disadvantage, prior college credits, sex, race/ethnicity, veteran status, and students' choice of career training program in Washington State technical colleges?
 To what extent does the impact vary for historically underserved groups such as economically disadvantaged students, students of color, and student veterans?



Review of Literature





Career Factors and Program Choice

Non-Pecuniary Factors

Student Interest Student Perceived Ability <u>Pecuniary Factors</u> Wage-Earning Potential Marketability



Theoretical Framework

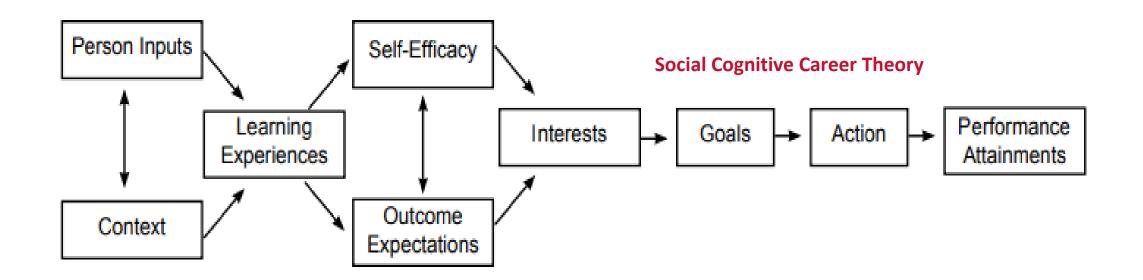


Figure 1. Social Cognitive Career Theory. Reprinted from Lent, R. W., Brown, S. D., & Hackett G. (1994). Toward a unifying social cognitive theory of career and academic interest, choice, and performance. *Journal of Vocational Behavior, 45, 79-122.*



Research Methods

- Quantitative correlational methodology.
- Correlational designs are procedures in quantitative research in which investigators measure the degree of association or relationship between the independent (predictor) variables student sociodemographics and dependent (outcome) variable (student wage-earning potential) (Creswell, 2015).
- A statistical correlation test (ordinal logistic regression) was used to describe and measure the degree of association between these variables (Creswell, 2015).



Research Hypotheses

Null Hypothesis: There is no relationship between sociodemographics and career training program selection among Washington State technical college students.

Hypothesis One: Students of color are more likely to select a lower wage-earning career training program of study in Washington State technical college students.

Hypothesis Two: Economically disadvantaged students are more likely to select a lower wage-earning career training program of study in Washington State technical colleges.

Hypothesis Three: Women are more likely to select a lower wage-earning career training program of study in Washington State technical colleges.



Data Source and Sample

- The research design employed utilized a quantitative statistical analysis of secondary data provided by the Washington State Board for Community & Technical Colleges (SBCTC).
- Sample of entering students from the five technical colleges:
 - Bates Technical College
 - Bellingham Technical College
 - Clover Park Technical College
 - Lake Washington Institute of Technology
 - Renton Technical College
- 2017, 2018, 2019 entering fall students.
- Sample size ~30,000 (unduplicated headcount with valid program code).



Variables

Dependent (Outcome) Variable

Low Wage-Earning Program

Medium Wage-Earning Program

High Wage-Earning Program

Independent (Predictor) Variables

Age

Economic Disadvantage

Prior College Credits

Sex

Race/Ethnicity

Veteran Status



Analytic Strategy

Descriptive Statistics

Demographic Frequency Tables by

Wage-Earning Potential

Inferential Statistics

Ordinal Logistic Regression

Ordinal Logistic Regression Assumptions

Ordered Dependent Variables Observations are Independent No Multicollinearity Among Predictors Proportional Odds Assumption Met Large Sample Size



Student Enrollment by Wage-Earning Potential





Odds Ratio Estimates Low vs. High Wage-Earning

VARAIABLE	POINT ESTIMATE	95% WALD CON	FIDENCE LIMITS	STANDARD ERROR
Age				
0-19	1.316*	1.204	1.438	0.0454
20-24	1.012	0.933	1.098	0.0415
25-29	0.823*	0.754	0.900	0.0452
30-39	0.919*	0.845	1.001	0.0432
Economic Disadvantage	0.941*	0.892	0.993	0.0274
Prior College Credits	0.902*	0.853	0.954	0.0284
Race/Ethnicity Not Reported	0.867*	0.785	0.957	0.0507
Black/African American	1.796*	1.643	1.964	0.0455
Hispanic/Latinx	1.544*	1.404	1.699	0.0486
Asian	1.096*	1.002	1.198	0.0455
Pac Islander/Native Hawaiian	1.481*	1.156	1.896	0.1261
Am Indian/Alaska Native	2.537*	2.022	3.184	0.1158
Other	1.128*	1.040	1.223	0.0414
Female	1.735*	1.645	1.831	0.0274
Veterans	1.072	0.962	1.194	0.0553
Number of Observations	14,365			

Odds Ratio Estimates Low or Medium vs. High Wage-Earning

VARAIABLE	POINT ESTIMATE	95% WALD CON	FIDENCE LIMITS	STANDARD ERROR
Age				
0-19	1.999*	1.777	2.248	0.0600
20-24	1.018	0.929	1.116	0.0468
25-29	0.723*	0.657	0.795	0.0486
30-39	0.753*	0.687	0.827	0.0475
Economic Disadvantage	1.190*	1.120	1.264	0.0309
Prior College Credits	0.818*	0.766	0.874	0.0338
Race/Ethnicity Not Reported	0.972	0.875	1.079	0.0534
Black/African American	1.539*	1.375	1.722	0.0574
Hispanic/Latinx	1.544*	1.365	1.746	0.0629
Asian	1.295*	1.171	1.432	0.0513
Pac Islander/Native Hawaiian	1.176	0.877	1.578	0.1499
Am Indian/Alaska Native	1.969*	1.421	2.728	0.1665
Other	1.224*	1.115	1.344	0.0477
Female	0.310*	0.290	0.331	0.0336
√eterans	1.521*	1.321	1.752	0.0721
Number of Observations	30,258			

Summary of Findings

- The odds of choosing a low wage-earning career rather than a high wageearning career increase by a factor of 1.136 and 1.012 respectively for students aged 0-19 and 20-24 vs the reference age group (40-Over) (p < .05).
- The odds of choosing a low or median wage-earning career increase by a factor of 1.190 for economically disadvantaged groups vs non-economically disadvantaged groups (p < .05).
- The odds of choosing a low wage-earning career is statistically higher for all students of color compared to their White counterparts (p < .05).
- The odds of females choosing a low wage-earning career increases by a factor of 1.735 when compared with males (*p* < .05).
- The odds of choosing a low or medium wage-earning career increase by a factor of 1.521 for veterans vs non-veterans (*p* < .05).



Discussion

- Historically underserved student groups matriculate into low or medium wage-earning majors.
- This research addresses, in part, a gap in the literature and affirms observed student decision-making behaviors in four-year environments.
- Call for equity-minded approach to ensure targeted CTE students' access to information and resources, academic preparedness and aspiration, and self-efficacy beliefs.



Application to Professional Practice

- Technical college students declare a major prior to enrollment and most colleges offer admissions counseling in the entry process.
- Additional support and career exploration is needed for historically underserved students in the entry process.
 - Available resources and student referrals.
 - Career pathways, outcomes, and post-completion earnings
- Examine how we advise students (equity-minded approach).
- 19.7% of programs lead to a high wage-earning career.



Implications for Future Research

- Replicate study examining "traditional" community college students in transfer pathways.
- Qualitative research to determine why students are making the choices they are making.
- Address limitations: high school completion and high school grade point average.







Sociodemographic Factors Influencing Choice of Career Training Program: An Analysis of Washington State Technical Colleges

Dr. Scott J. Latiolais Northern Illinois University scott.latiolais@niu.edu Dr. Xiaodan Hu, Advisor Dr. Carrier Kortegast, Member Dr. Jacqueline Mac, Member



Board of Trustees Meeting

Virtual, Via Zoom

Wednesday, June 9, 2021

Study Session: Canceled Special Meeting: 3:00-5:30 p.m.

Minutes

Call to Order: Chair Taylor called the Board of Trustees Special Meeting for Clover Park Technical College (CPTC) to order on June 9, 2021, at 3:00 p.m.

Board of Trustees Present: Eli Taylor, Chair

Carol Mitchell Mark Martinez Alice Phillips Lua Pritchard

College President: Dr. Joyce Loveday

Assistant Attorney General (AAG): Justin Kjolseth

Executive Team:

Dr. Thomas Broxson, VP, Instruction Dr. Scott Latiolais, VP, Student Success Samantha Dana, Assoc. VP, Institutional Effectiveness Lisa Wolcott, Int. VP, Finance & Administration

Adoption of the Agenda MOTION:

Motion to adopt the agenda, as presented, was made by Trustee Martinez and seconded by Trustee Mitchell. Motion was approved unanimously.

Approval of Minutes (Tab 1) **MOTION:**

Motion to approve the minutes of the Regular Board meeting of May 12, 2021, as presented, was made by Trustee Martinez and seconded by Trustee Mitchell. Motion was approved unanimously.

President's Report

Shared Governance Update

The College has been in the process of changing its shared governance model from Cabinet and College Assembly to a modified model. There are two key elements to the new structure:

- It is comprised of five councils that will engage people from across campus in work related to policies/ practices impacting our College:
 - College Council
 - Learning Council
 - Student Success Council
 - EDI Council
 - o Sustainability Council
- Faculty and Staff Senates
 - Advice and consent bodies, broadly comprised of faculty or staff
 - o Discuss matters of importance that do not fall under union categories

Upcoming Events

Strengthening Community Zoom meeting on June 10

- One item will be the culmination of the CPTC Foundation's Giving Campaign. The winner of the CPTC 500 Race will be revealed. Racing legend Derek Cope was part of the campaign.
- The Annual Faculty and Staff Excellence Awards will be presented.

Drive-by Graduation Recognition

• Tuesday, June 22, from 4-6 p.m. on the Lakewood campus.

Miscellaneous

Policy 3.28. Some of the language has been updated, there was no change in substance, and it will be given to Chair Taylor for signature.

WACTC Meeting

ctcLink Funding

- As a result of COVID, enrollment across the state has experienced a decline. Reduced tuition collection at the colleges has resulted in a shortfall of ctcLink funding as well. Colleges will be assessed on July 1 for a part of the loss, and CPTC's amount will be \$183,000.
- It was also determined that Running Start and International students will be included in future calculations for the funding returned to the SBCTC to cover the cost of ctcLink staffing. CPTC's annual portion is estimated to be \$18,000.

Capital Projects Submission

All colleges will have an opportunity to submit a new capital project request this December.

Congratulations

President Loveday congratulated Cal Erwin-Svoboda, who was selected as Vice President for Student Services at Grays Harbor College. He has done great work for CPTC in the Student Life Department for the last eight years.

College Reports or Highlights

ASG Report (Tab 2)

Becky White, who serves on the ASG Events and Activities Committee, gave the attached report. After the report, Chair Taylor thanked the team of ASG officers for keeping the Board and college community apprised of programs, ASG business, advocacy, civic action, and

fostering a sense of belonging amongst students, especially during COVID times. The Board honored them with a token of appreciation. The outgoing committee chairs are:

- Becky White, Events and Activities
- Melanie Stone, Diversity and Inclusion
- Owen Zhu, Health & Wellness
- Shannon Mathis, Student Success
- Payton Tarver, Civic Engagement

Instruction Report – HVAC/R (Tab 3)

Dr. Korschinowski introduced two HVAC/Refrigeration faculty members, Tom Bean and Richard Barton. In 2019, a team took advantage of a funding opportunity, Career Launch. The goal is to grow the program by 25 FTEs. The program moved to a larger lab and hired additional faculty. The faculty talked about how the funding was implemented and gave a virtual tour of the facilities and new equipment.

Trustee Mitchell asked if the College had thought about partnerships with low-income households that might use the services of CPTC students. Mr. Barton said they would be interested in considering partnering with a non-profit to provide services to low-income individuals who could not afford the services otherwise.

Chair's Report

- Chair Taylor thanked Mr. Erwin-Svoboda for all he has done for students at CPTC. It's nice when faculty and staff have good things to say about an employee, but it is so much more impactful when students are a testament to you. Congratulations, again.
- Chair Taylor needed to call a repairman for his home. The technician was a former CPTC student, and he had amazing things to say about CPTC and the campus. It reminded Chair Taylor why he serves on the Board, the great team at CPTC, how we made it through a trying year, and he thanked all the front-line workers for all they do for students.

Board Reports and/or Remarks

Trustee Mitchell:

- Congratulated the College on a new shared governance system and noted that it can be perfected as it is used.
- Said she went to high school with Derek Cope, and he is an amazing individual.
- Wants to attend the Drive-by Graduation Celebration.
- Thanked Mr. Erwin-Svoboda for all he has done and stated he is leaving big shoes to fill.
- Invited everyone to the Freedom Summer Symposium, June 28-30. More information is available at: FREEDOM SUMMER SYMPOSIUM (instituteforblackjustice.org). The point is to generate excitement among 18-35 year olds about leading the social justice movement.

Trustee Phillips:

- Is still learning about CPTC and is overly impressed with everyone in the organization.
- Has experience with the simulators (discussed in the HVAC/R presentation), on the power side. It is such an amazing tool and will give students an advantage in the trade. The simulators are immeasurable in their ability to teach real-life situations.

Public Comments

No public comments.

New Business

<u>New Tenure-Track Faculty Introductions</u> (Tab 4) Dr. Broxson introduced the new faculty member, Anne Wheatley.

Anne Wheatley	Nursing LPN
intervincation y	

3rd Quarter

Approval of ASG Service & Activities Budget for 2021-22 (Tab 5) MOTION:

Motion to approve the ASG Service & Activities Budget for 2021-22 as presented, was made by Trustee Martinez and seconded by Trustee Mitchell. Discussion: Trustee Martinez thanked ASG for continuing to subsidize the Hayes Child Development Center. He thinks it is one of the best services on campus, and it helps students stay in college. The staff at the Center does great work. Motion was approved unanimously.

Approval of Resolution 21-06-104, Extension of 2020-2021Operating Budget (Tab 6) **MOTION:**

Motion to approve Resolution 21-06-104, Extension of the 2020-2021 Operating Budget, was made by Trustee Mitchell, and seconded by Trustee Martinez. Motion was approved unanimously.

Election of Officers

MOTION:

Motion to elect Carol Mitchell to the position of Chair of the Board of Trustees for the term July 1, 2021, to June 30, 2022, was made by Trustee Martinez and seconded by Trustee Phillips. Discussion: Chair Taylor commented he couldn't think of a better candidate, is thankful for what Trustee Mitchell has brought to the Board, and appreciates her thoughtful remarks. Motion was approved unanimously.

MOTION:

Motion to elect Alice Phillips to the position of Vice Chair of the Board of Trustees for the term July 1, 2021, to June 30, 2022, was made by Trustee Martinez and seconded by Trustee Mitchell. Motion was approved unanimously.

Executive Session

At 3:53 p.m., Chair Taylor stated that, in accordance with RCW 42.30.110, the Board would recess to go into Executive Session for approximately 60 minutes for the purpose of reviewing, evaluating, and interviewing faculty probationers for tenure award.

Chair Taylor reconvened the Special Meeting at 4:57 p.m. and asked if there were any action items as a result of Executive Session. There were.

MOTIONS:

Trustee Pritchard moved that the Board of Trustees, after having given reasonable consideration to the recommendations of the Tenure Review Committee and the President, grant tenure to Dustin Cooper at Clover Park Technical College, seconded by Trustee Martinez. No discussion. Motion was approved unanimously.

Trustee Phillips moved that the Board of Trustees, after having given reasonable consideration to the recommendations of the Tenure Review Committee and the President, grant tenure to Tracy Irish at Clover Park Technical College, seconded by Trustee Pritchard. No discussion. Motion was approved unanimously.

Trustee Martinez moved that the Board of Trustees, after having given reasonable consideration to the recommendations of the Tenure Review Committee and the President, grant tenure to Michael Mullins at Clover Park Technical College, seconded by Trustee Mitchell. No discussion. Motion was approved unanimously.

Trustee Pritchard moved that the Board of Trustees, after having given reasonable consideration to the recommendations of the Tenure Review Committee and the President, grant tenure to Julie Watts at Clover Park Technical College, seconded by Trustee Martinez. No discussion. Motion was approved unanimously.

Executive Session

At 5:08 p.m., Chair Taylor stated that, in accordance with RCW 42.30.110, the Board would recess to go into Executive Session for approximately 20 minutes for the purpose of reviewing the performance of a public employee.

At 5:32 p.m., Ms. Steele announced that the Executive Session would last approximately ten more minutes.

Chair Taylor reconvened the Special Meeting at 5:45 p.m. and asked if there were any action items as a result of Executive Session. There were.

MOTION:

Trustee Martinez moved that President Loveday's contract be renewed for the period of July 1, 2021-June 30, 2023 and that her salary be increased to \$219,164.40 (a five percent raise), seconded by Trustee Pritchard. Motion was approved unanimously.

Next Meeting

July 14, 2021, details to follow.

Adjournment MOTION:

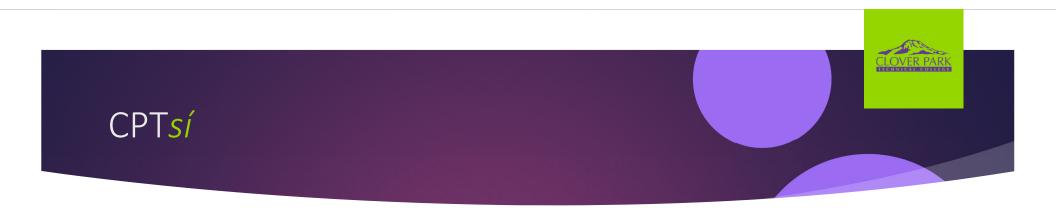
Motion to adjourn was made by Trustee Martinez at 5:47 p.m., seconded by Trustee Mitchell. Motion was approved unanimously.

Dr. Joyce Loveday President College District Twenty-Nine Eli Taylor Chair, Board of Trustees College District Twenty-Nine

Marketing & Communications

BOARD OF TRUSTEES MEETING

JULY 2021

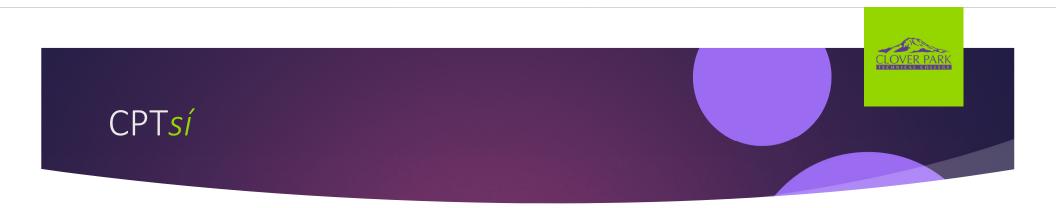


Target

- Promote career & prof tech programs to Spanish-speaking adults
- Spanish speakers and influencers of college-aged adults
- Pierce County service area ZIP codes
- Geo-fence Spanish-speaking locations
- Behavioral targeting
- Google ads, Facebook, Instagram







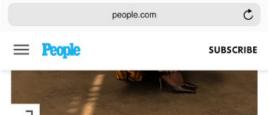
- **AWARENESS:** 747,750 ads delivered
- PROSPECTS clicked on ads 974 times
- **WEBSITE** visits: 585
- **CAMPUS** visits: 1,640



Website traffic



- **Targets**: Former students & incomplete applicants
- Message: come back to CPTC
- **Campaign timeline**: April 5 to June 30
- **Impressions**: 904,126
- **Clicks**: 942
- **CTR**: .10%
- **Geofencing conversion**: 494



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CPTC WHAT'S NFXT

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247sports LOG IN Bossi's take: Keep in mind that the caveat here is that Marcus Carr is going to check his NBA

Draft status first. Also, the high scoring Canadian who has shown he can put a team on his back late is likely going to limit the schools he considers to a very select few. But, a guy with his experience, his proven ability to go out and make game winning plays against Big Ten competition is going to be in demand.

Schools are going to have to ask themselves if going after him is worth the risk of missing out on others and Carr potentially choosing to go pro. But, that gamble could ultimately pay off huge if Carr elects to play college ball in 2021-22. Should he end up in college, it isn't difficult to see him putting up big numbers at a blue blood.





Amanda Gorman is making history. Only a few months after the poet and activist

became a national obsession thanks to the reading of her poem "The Hill We Climb" at the inauguration of President Joe Biden and Vice President Kamala Harris, Gorman, 23, has landed the cover of Vogue, shot by famed photographer Annie Leibovitz.



auctioned. The painting, one of Monet's iconic paintings of haystacks, fetched a record \$110.7 million at an auction in New York, May 14, 2019. Full story Courtesy Sotheby's via AP

Claude Monet's painting titled "Meules" is hung before being

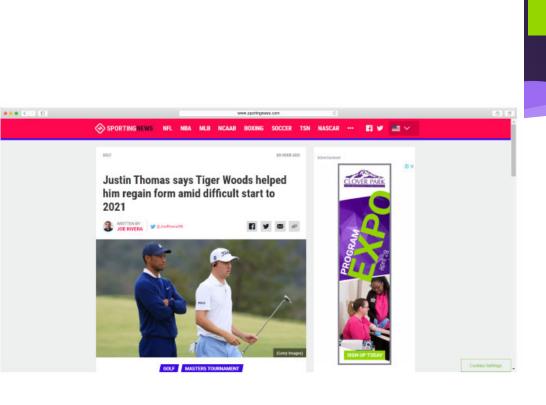




The college, a complex of low-slung buildings surrounded by cottonwood trees, occupies a remote corner of the high desert, roughly 20 miles from the Nevada border. Framed by volcanic peaks, rock towers and sagebrushstudded alluvial fans, the area is the very definition of "remote."

ADVERTISEMENT









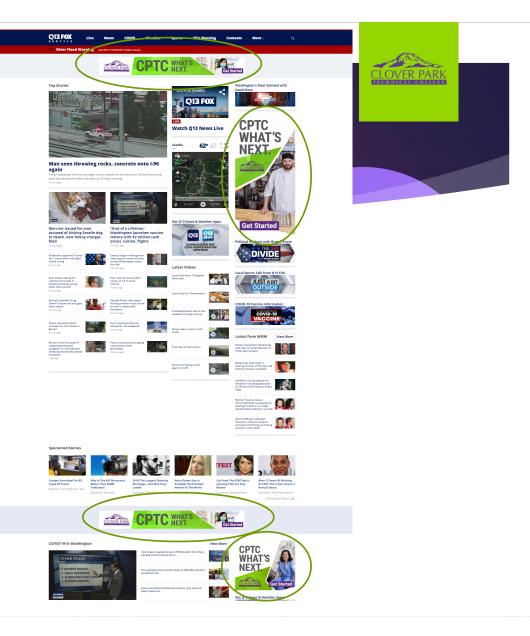






"From certificates to bachelor degrees, we're educating tomorrow's workforce today."

Q13 15-second video spot



Up Next

PLACES ACTIVITIES & SPORTS VOLUNTEERS RENTALS EVENTS Q. COND-DS ALEET & EXERCIS.) PLACES ACTIVITIES & SPORTS VOLUNTEERS RENTALS EVENTS Q. MOVIES UNDER THE STARS - MOANA

- New staff member
- Metro Parks summer movies
- Year-long campaign with a single agency
- SEM & SEO
- Drupal conversion later this year



Friday, July 30: Moama (rated PG)
 Friday, August 6: Black Parther (rated PG-13)
 Friday, August 13: Coco (rated PG)
 Friday, August 20: Raya and the Last Oragon (rated PG)

coordinated care.

and be

Supported by CLOVER PARK

Tab 5

Core Theme Report

Workforce Preparation



Quarterly Reporting on Core Themes

- NWCCU mandates regular assessment by the College of progress towards fulfilling its mission
- CPTC is doing this two ways:
 - Annual publication of the College Scorecard
 - Quarterly in-depth review of progress on one Core Theme
- Core Theme Reporting Schedule:
 - January Student Success
 - May Equity
 - July Workforce Preparation
 - October Institutional Sustainability



Core Theme: Workforce Preparation

Students will demonstrate the knowledge and skills necessary to access employment in their chosen industry.



Core Metric: Students demonstrating proficiency of program learning outcomes





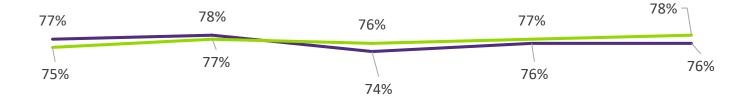


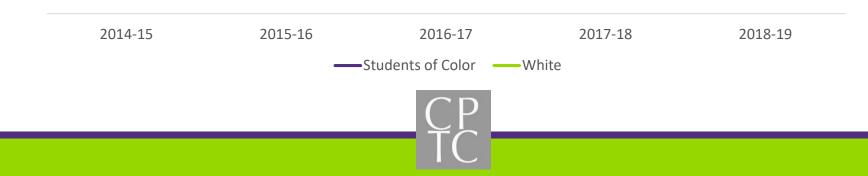
Core Metric: Students Placed in Employment and/or Further Education

76%	77%	75%	77%	77%



Placement Rate Equity





Core Metric: Students Passing Licensing Exams

90.5%

2017-2021

