



Rotunda, Building 3

Zoom Link for those who cannot attend in person:

<https://cptc-edu.zoom.us/j/88628290993>

Wednesday, November 8, 2023

Study Session: 3:00-4:00

Regular Meeting: 4:00-6:00 p.m.

Study Session Agenda

- 3:00 Call to Order, Introductions** Jesus Villegas Rivera
 - 3:05 EDI Climate Survey Update** Iesha Valencia **Tab 1**
 - 3:30 Trustee Discussion** All Trustees
 - **2024 Board Meeting Calendar** Dr. Joyce Loveday **Tab 2**
 - **NAC Skills Testing Fee** Dr. Tom Broxson **Tab 3**
 - 3:55 Adjournment** Jesus Villegas Rivera
-

Regular Meeting Agenda

- 4:00 Call to Order, Flag Salute, Land and Labor Acknowledgement, Introductions** Jesus Villegas Rivera
- Adoption of Agenda** Jesus Villegas Rivera
Action
- Approval of the Meeting Minutes of October 4, 2023** Jesus Villegas Rivera **Tab 4**
Action
- 4:05 Public Comments** Jesus Villegas Rivera
- 4:15 President’s Report** Joyce Loveday
 - **Student Success – Jeremy Rogers**
 - **College Updates**
 - **Miscellaneous**
- 4:30 College Reports or Highlights**

	<u>ASG Report</u>	Irelynn Harden	Tab 5
	<u>Marketing Update</u>	Jenn Adrien	Tab 6
	<u>Enrollment Update</u>	Dean Kelly and Tom Broxson	Tab 7
5:10	Chair’s Report	Tong Zhu	
5:15	Board Reports and/or Remarks	All	
5:25	New Business	Jesus Villegas Rivera	
5:30	Executive Session	Jesus Villegas Rivera	
	The Board may hold an executive session for purposes allowed under the Open Public Meetings Act. Legal purposes include, to consider acquisition or sale of real estate; to review negotiations of publicly bid contracts; to receive and evaluate complaints or charges brought against a public officer or employee; to evaluate the qualifications of an applicant for public employment; to review the performance of a public employee; and to discuss with legal counsel matters relating to agency enforcement actions, litigation, or potential litigation. Before convening in executive session, the Board Chair will publicly announce the purpose for executive session and the time when the executive session is expected to conclude.		
5:35	Adjournment	Jesus Villegas Rivera	



Clover Park Technical College



HEDS Climate Survey 2022 Report



Tab 1



Background

Overview

Results

Call to Action



HEDS Climate Survey

CPTC administered the Higher Education Data Sharing Consortium (HEDS) diversity and equity survey in Fall 2022 to all employees and students.

The survey was administered fully online in English.

All students responding received a \$25 gift card for their participation. Employees were entered into door prize raffles.

Due to the overwhelming increase usage of HEDS, survey results were delayed for many colleges, further delaying internal reporting back to campus.



Purpose of Campus Climate Assessment

- Regular and ongoing assessment is needed for continuous improvement
- RCW 28B.10.147 – Diversity, equity, inclusion, and antiracism – Campus climate assessment
 - <https://app.leg.wa.gov/RCW/default.aspx?cite=28B.10.147>
- Required at minimum to be delivered every 5 years (CPTC will perform every 3 years)
- Employees and students must be surveyed
- Provide ongoing opportunities for reflection and measurement
- Publicly post findings for stakeholders to read (transparency)
- Results should inform the required RCW 28B.10.145 – Diversity, equity, inclusion, and antiracism – Professional development for faculty and staff and RCW 28B.10.149 – Diversity, equity, inclusion, and antiracism – Program for students

Why HEDS?

- Common instrument in our system
- Provides national comparisons to all other institutions administering the survey
- Higher education-focused survey
- Allows for custom questions



Inclusive Development of CCA

- AVP of EDI consulted with several senior diversity and equity officers
- CPTC executive team
- Office of Institutional Research
- Office of Equity, Diversity, & Inclusion
- Advising Department
- Survey involved students with Student Life and MOSAIC Center (4 responses)
- Faculty (18 responses) & Staff (25 responses) survey

Limitations

- More voices and perspectives needed in the next CCA
 - Disability Services
 - Transitional Studies
 - General Education
 - Deans of programs who's students currently have off campus clinicals (Dental, Nursing, MLT, etc.) and are not on campus for group registration
- Delivered in the English Language only
- Minors were excluded



Background

Overview

Results

Call to Action

Who took the survey?

305 adult students

primary delivery: group registration process

99 employees

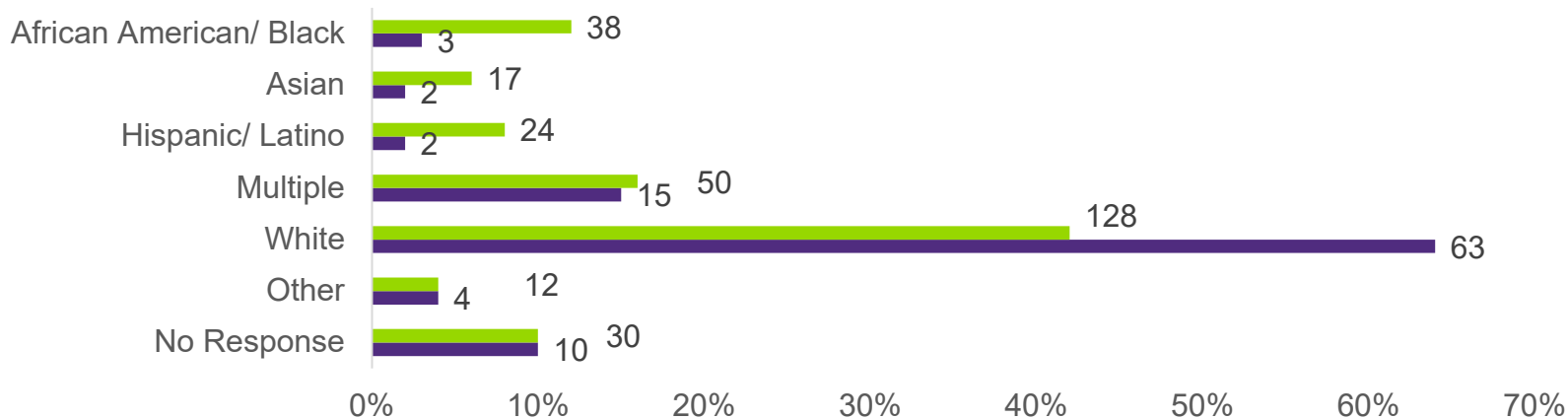
primary delivery: email

40 did not answer the affiliation question

444 total responses



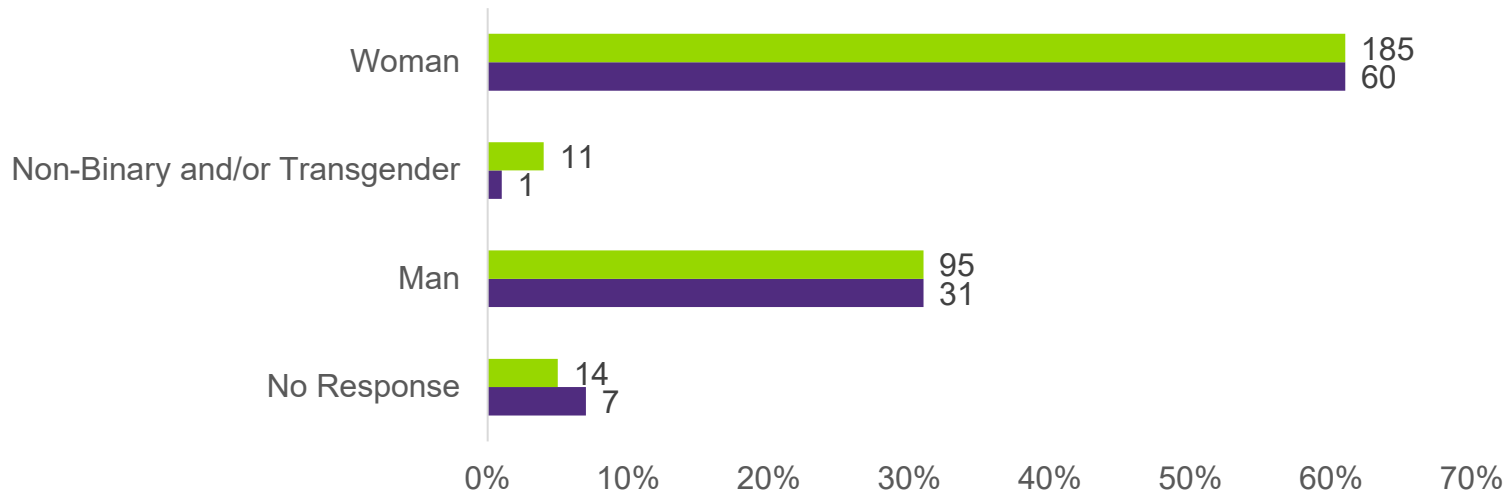
Race of Respondents



	No Response	Other	White	Multiple	Hispanic/ Latino	Asian	African American/ Black
■ Students	10%	4%	42%	16%	8%	6%	12%
■ Employees	10%	4%	64%	15%	2%	2%	3%

■ Students ■ Employees

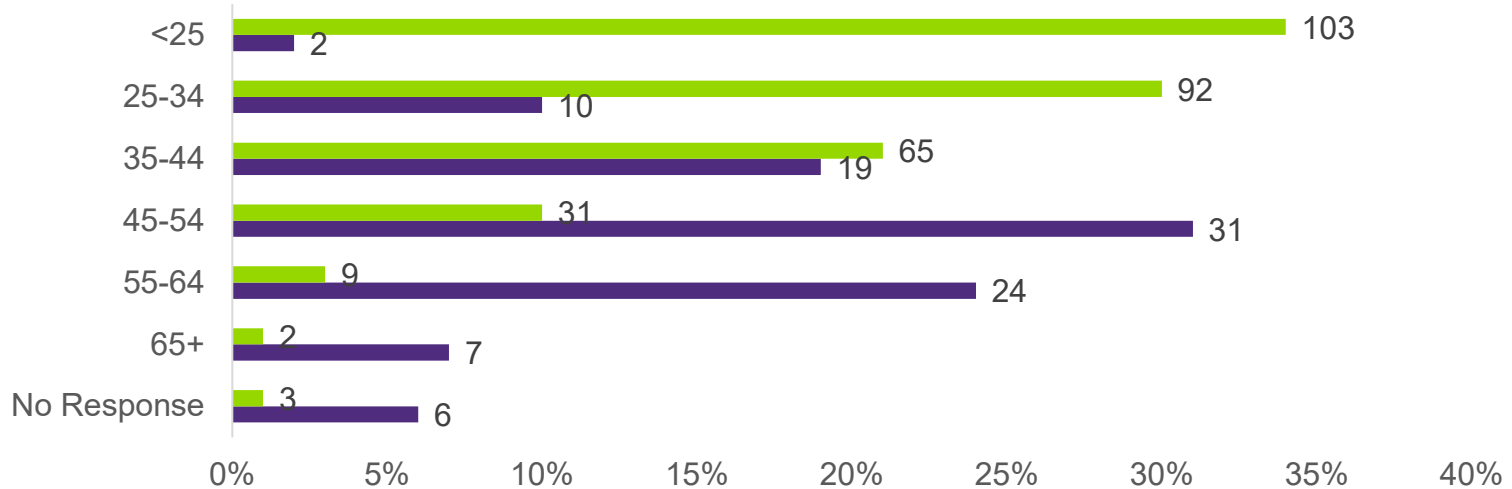
Gender of Respondents



	No Response	Man	Non-Binary and/or Transgender	Woman
■ Students	5%	31%	4%	61%
■ Employees	7%	31%	1%	61%

■ Students ■ Employees

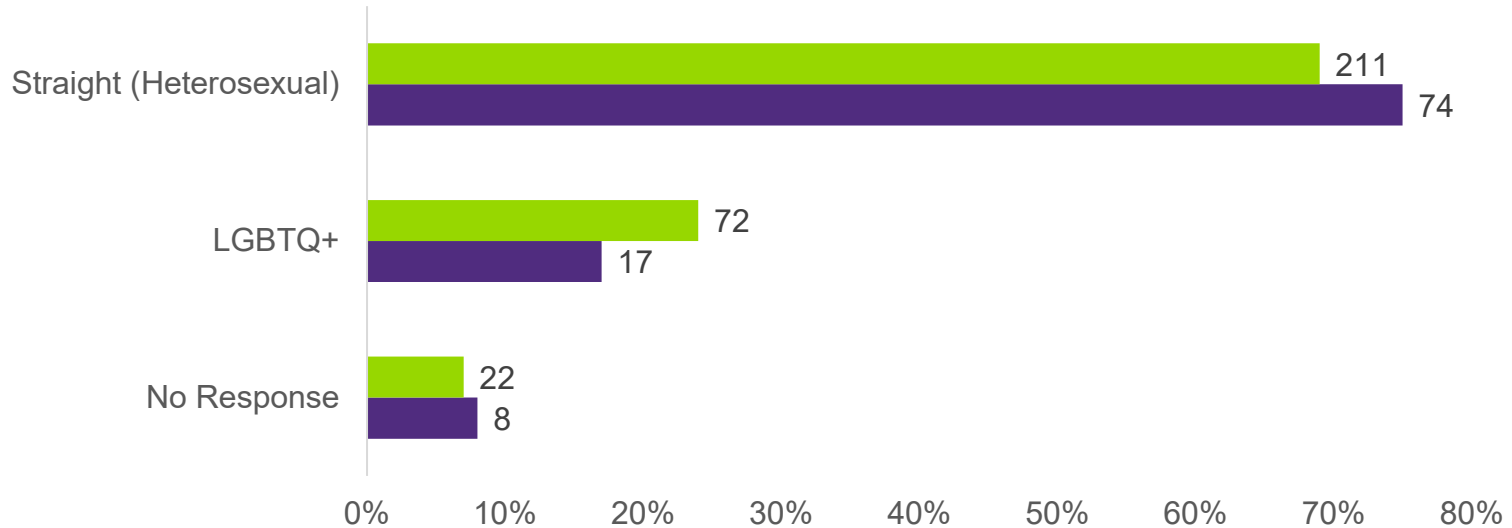
Age of Respondents



	No Response	65+	55-64	45-54	35-44	25-34	<25
■ Students	1%	1%	3%	10%	21%	30%	34%
■ Employees	6%	7%	24%	31%	19%	10%	2%

■ Students ■ Employees

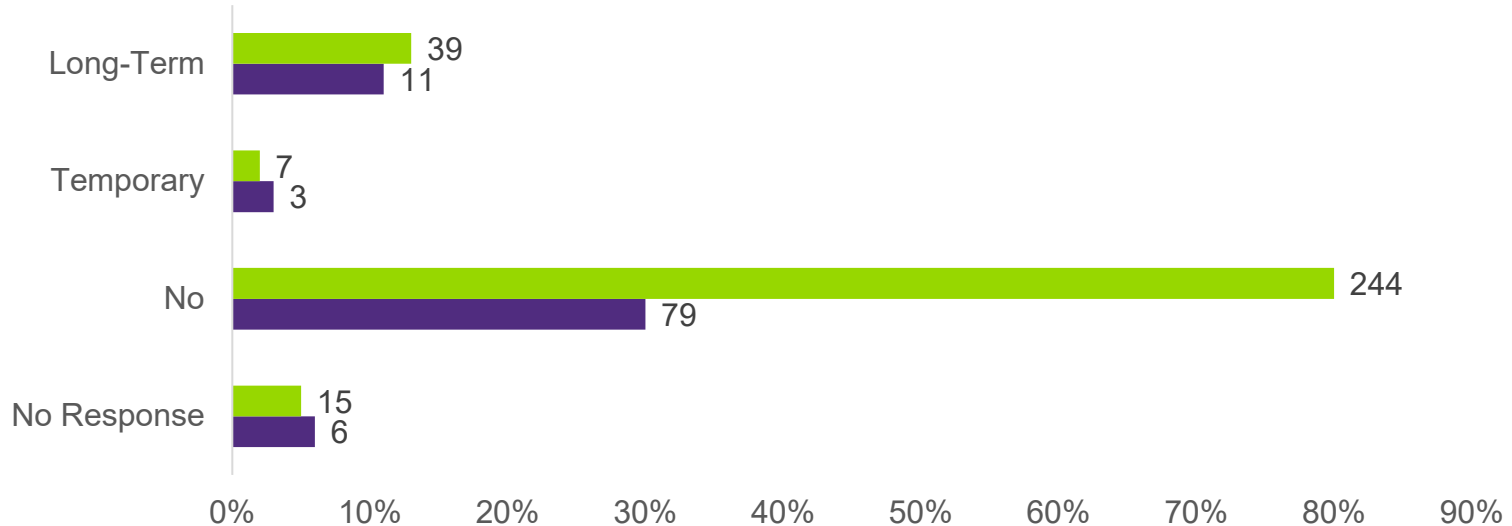
Sexual Orientation of Respondents



	No Response	LGBTQ+	Straight (Heterosexual)
■ Students	7%	24%	69%
■ Employees	8%	17%	75%

■ Students ■ Employees

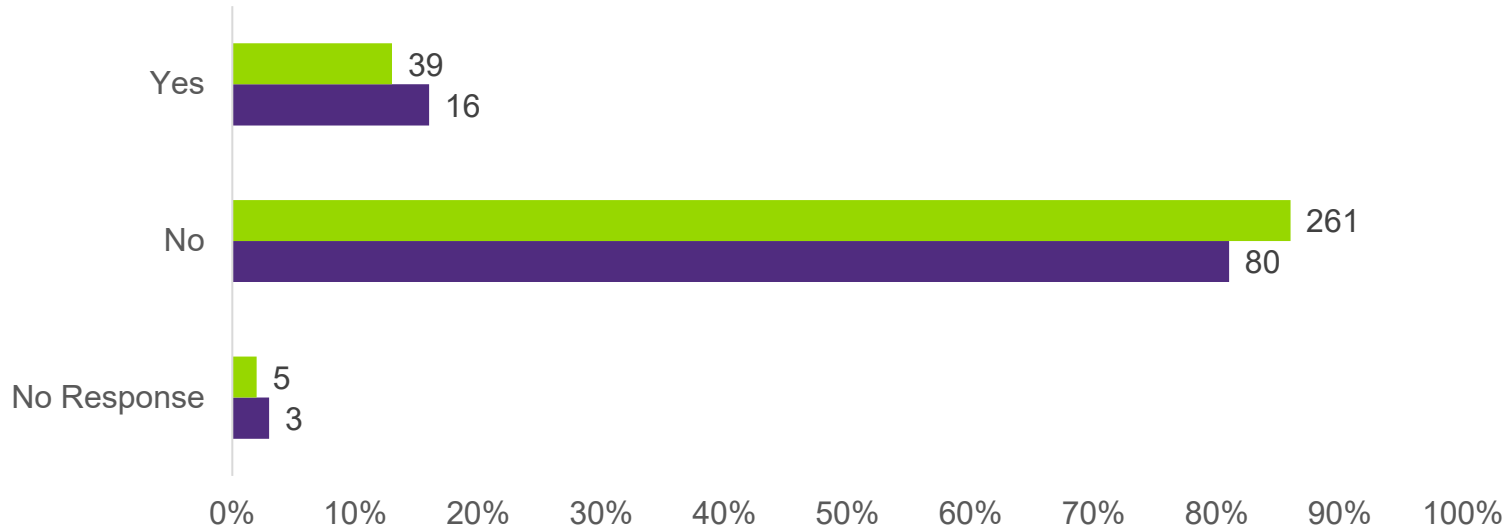
Status of Respondents with Disabilities



	No Response	No	Temporary	Long-Term
■ Students	5%	80%	2%	13%
■ Employees	6%	30%	3%	11%

■ Students ■ Employees

Military Status of Respondents



	No Response	No	Yes
■ Students	2%	86%	13%
■ Employees	3%	81%	16%

■ Students ■ Employees



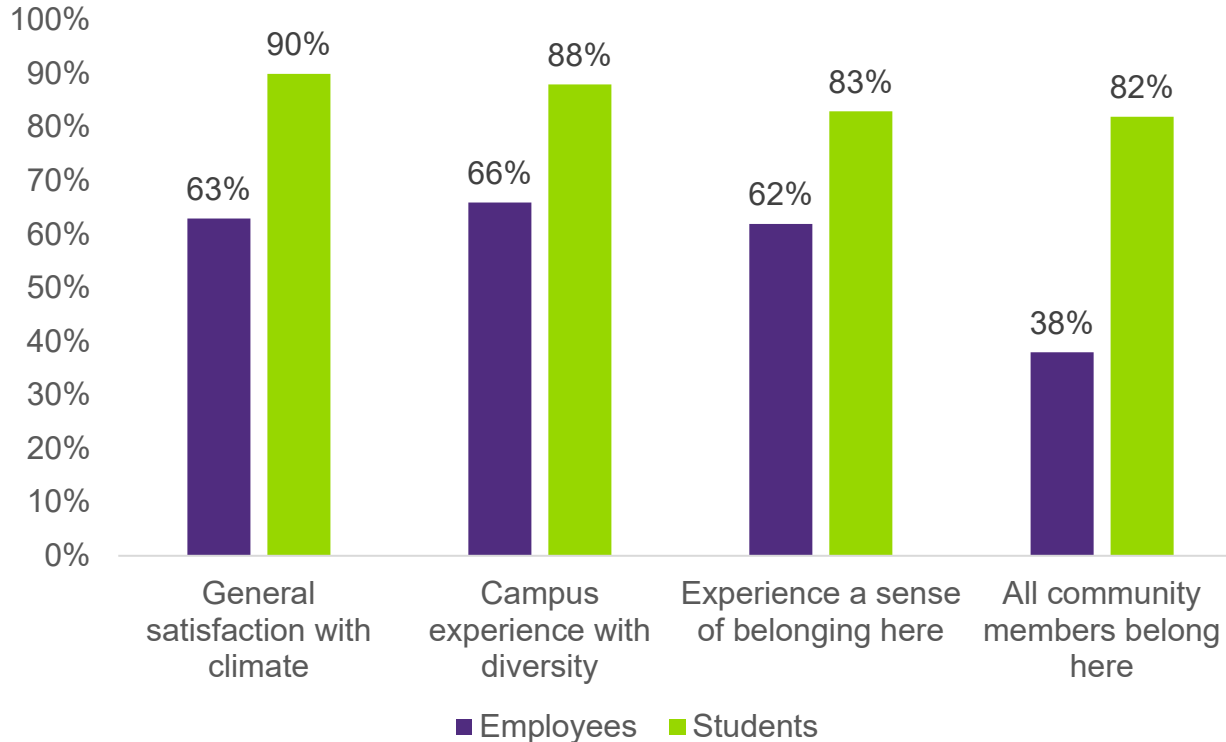
Background

Overview

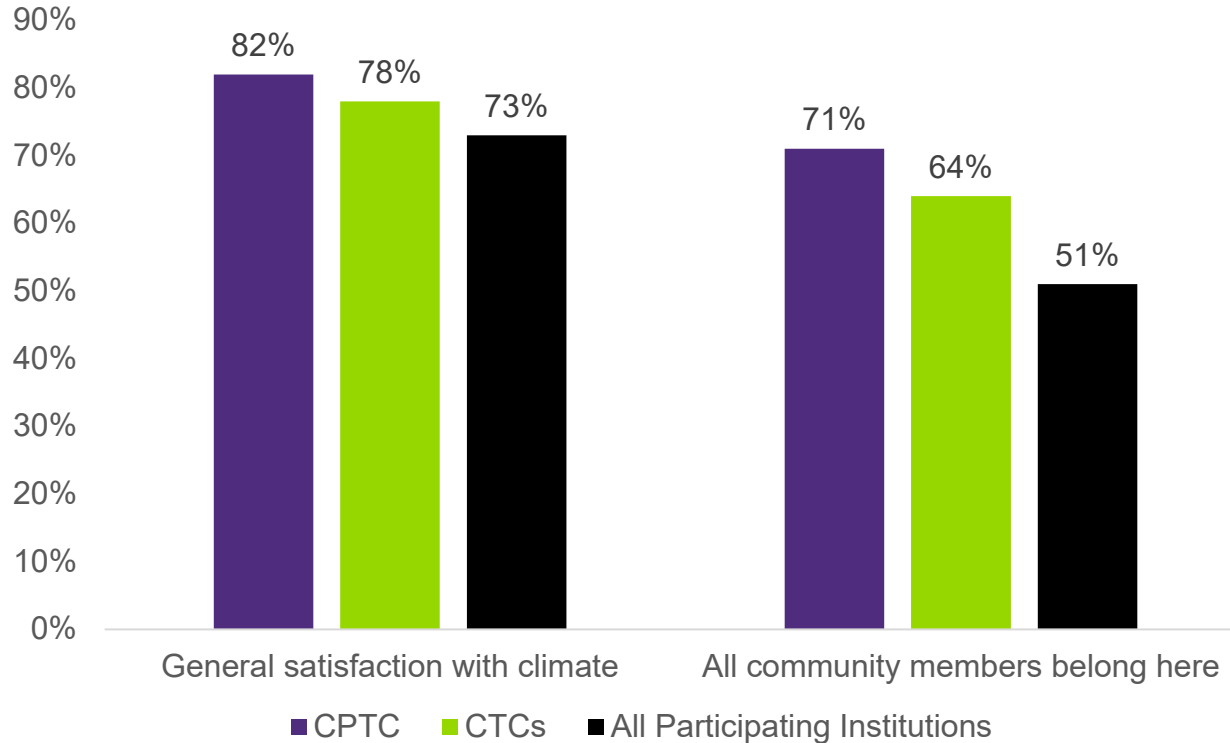
Results

Call to Action

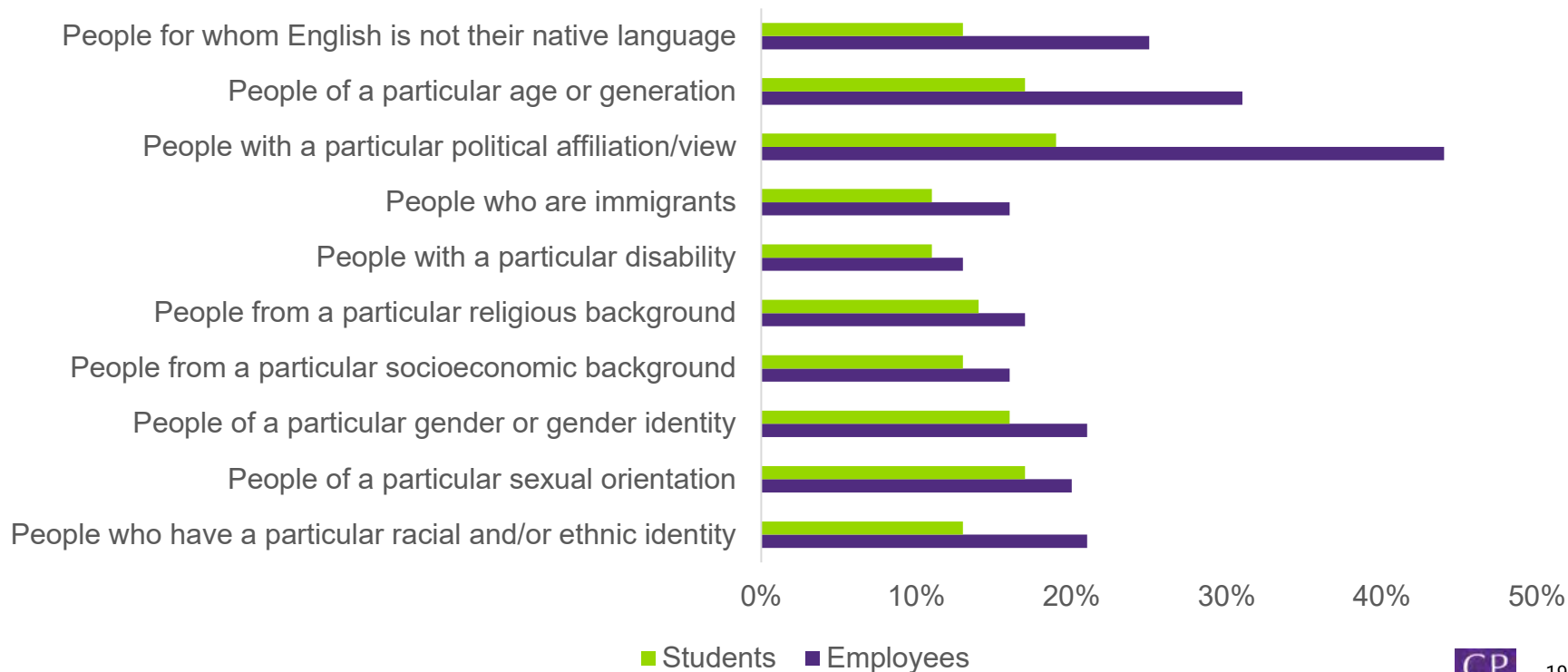
Overall Satisfaction of Climate at CPTC



Overall Climate Comparison



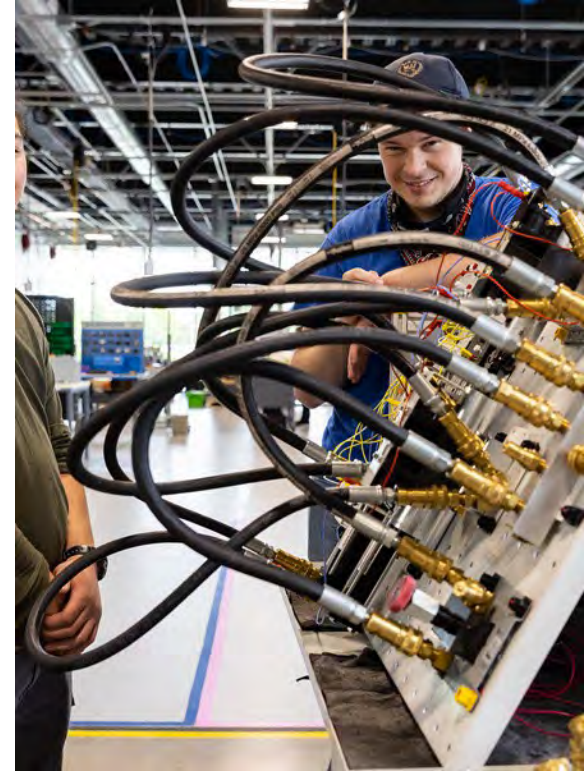
Insensitive Remarks – “during your time at CPTC, about how often have you heard someone make an insensitive or disparaging remark about:”



Who is hearing insensitive remarks?

Members of minoritized groups were more likely to hear insensitive remarks about their groups.

- 23% of multiracial respondents heard remarks about racial/ethnic identity (compared to 16% overall)
- 42% of trans/non-binary respondents heard negative remarks about gender or gender identity (18% overall)
- 39% of liberal respondents heard negative remarks about political affiliation (27% overall)
- 28% of respondents with disabilities heard negative remarks about disabilities (12% overall)
- 27% of respondents who were not Christian, spiritual, or atheist/agnostic heard negative remarks about religious background (16% overall)



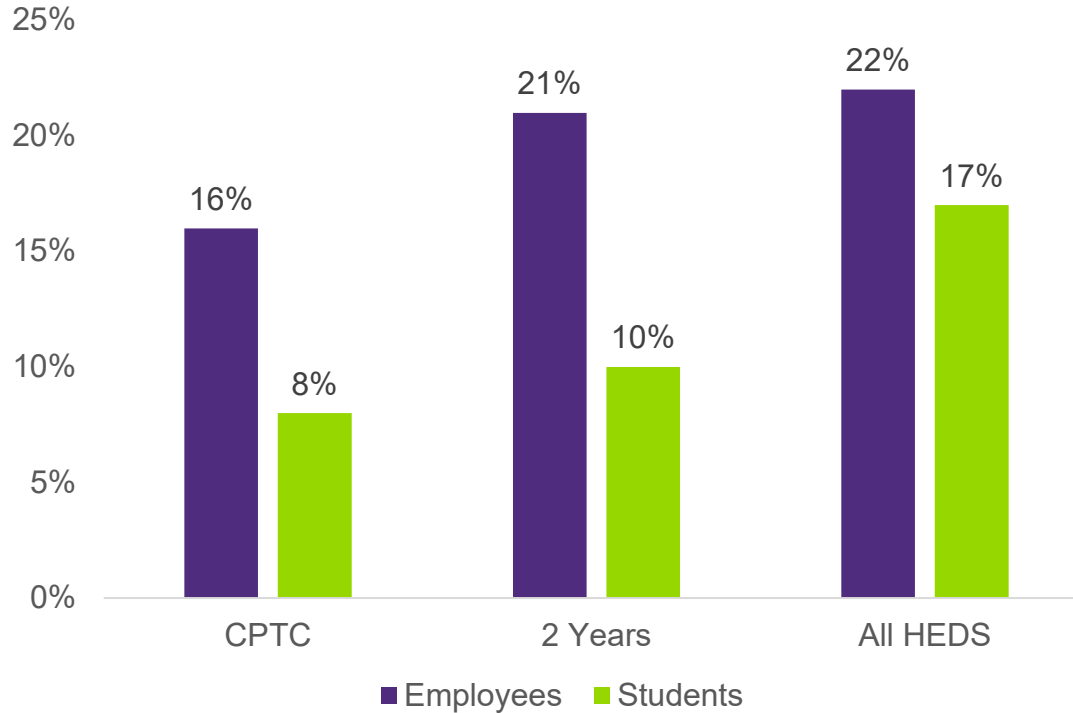
Who is making insensitive remarks?

	Students	Employees
Students	20%	34%
Faculty	12%	38%
Staff	9%	27%
Administrators	7%	16%
Local community	22%	29%

Who is making insensitive remarks? – 2 Year Benchmark

	Students	Employees
Students	+8%	+6%
Faculty	-1%	-11%
Staff	0%	0%
Administrators	0%	+1%
Local community	+3%	+11%

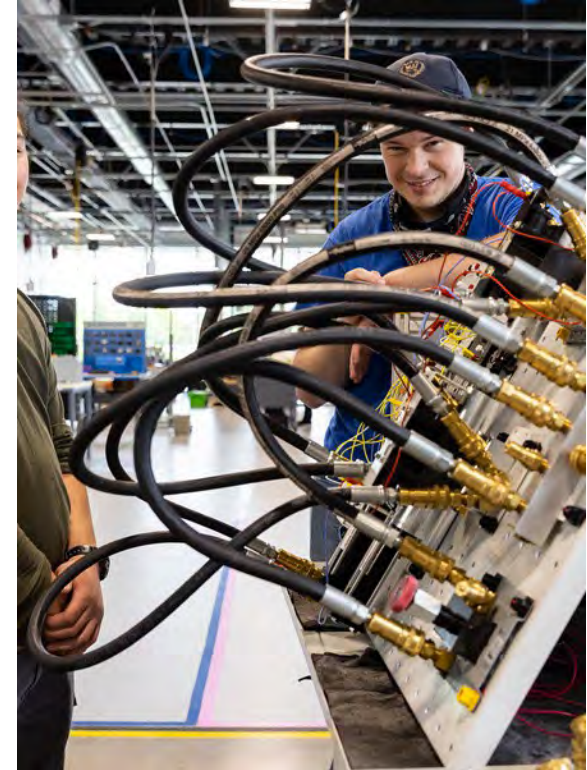
Discrimination or Harassment Comparison



Who has experienced discrimination or harassment?

Members of minoritized groups were more likely to indicate they had experienced discrimination or harassment.

- For employees – respondents with disabilities (36%), other religion (29%), conservative (29%), and spiritual but not religious (28%) employees were most likely to report harassment or discrimination.
- For students – non-binary and/or transgender (27%), multiracial (16%), and respondents with disabilities (16%) students were most likely to report harassment or discrimination.





Who is the source of harassment or discrimination?


Of the students who indicated they had been harassed or discriminated against in the last year, the most common source was fellow students (71%).

Of the employees who indicated they had been harassed or discriminated against in the last year, the most common source was administration (63%).

Where is harassment or discrimination happening?

For students, the most common location was the classroom (81%).

For employees, the most common location was at a program or event sponsored by the college (50%).



How often is discrimination or harassment reported?

38% of students who experienced harassment or discrimination in the last year reported the incident to campus official(s).

0% of employees who experienced harassment or discrimination in the last year reported the incident to campus official(s).



Diverse Interactions

Students and employees are both most likely to interact with people of a different race/ethnicity and age than their own on a daily or weekly basis.

Students and employees are both least likely to interact with undocumented immigrants and people with a disability on a daily or weekly basis.

CPTC Questions – Feeling Unsafe

17% of student respondents indicated ever feeling unsafe at CPTC. The most common reason was feeling unsafe emotionally.

38% of employees indicated ever feeling unsafe at CPTC. The most common reason was feeling unsafe expressing views or opinions.



CPTC Questions – Judged for EDI opinions

27% of employees agree or strongly agree they will be judged or retaliated against for their EDI issue opinions.

24% of students agree or strongly agree they will be judged or retaliated against for their EDI issue opinions.



CPTC Questions – Impact of COVID-19 on campus sense of community

69% of employees feel somewhat or much more disconnected to the CPTC community

24% of students feel somewhat or much more disconnected to the CPTC community



CPTC Questions – Where do you feel most included on campus?

72% of students feel most included in the classroom. 9% of students have not experienced inclusion on campus.

77% of employees feel most included in individual interactions with students and/or other employees. 3% of employees have not experienced inclusion on campus.

CPTC Questions – Encouraged to participate in EDI programming

	Students	Employees
Personally invited	40%	51%
Information shared	40%	77%
Never invited	13%	4%
Instructor/supervisor does not support participation	1%	-
Not interested	19%	3%



CPTC Questions – EDI improvements

59% of employees said they have seen an improvement in CPTC's efforts to create a more diverse, inclusive, and equitable environment.

58% of students said they have seen an improvement in CPTC's efforts to create a more diverse, inclusive, and equitable environment.



Call to Action

Background

Overview

Results

Call to Action

“

CPTC will be a profoundly accessible center of learning and credentialing that provides economic mobility and eliminates inequities in students' educational and workforce outcomes.

CPTC Vision for Change

Moving Forward

Sharing Data Results

All campus forums – broad sharing of data

Access to data dashboard in tableau

Inform the rollout of Anti-Harassment, Intimidation, and Bullying Policy

Qualitative Inquiry

Annual listening sessions with students

Caring Conversations with employees

Professional Learning

Results will inform EDI professional development for students and employees

Disaggregated results for Black men / RECE – Racial Equity Change Effort

Provide additional affinity & accountability groups



District #29

Board of Trustees Meetings

2024 Meeting Calendar

January 10, 2024	Study Session	3 p.m.	Rotunda, Bldg. 3
	Business Agenda	4 p.m.	Rotunda, Bldg. 3
February 14, 2024	Study Session	3 p.m.	Rotunda, Bldg. 3
	Business Agenda	4 p.m.	Rotunda, Bldg. 3
March 13, 2024	Study Session	3 p.m.	Rotunda, Bldg. 3
	Business Agenda	4 p.m.	Rotunda, Bldg. 3
April 10, 2024 (South Hill Campus)	Study Session	3 p.m.	Rotunda, Bldg. 3
	Business Agenda	4 p.m.	Rotunda, Bldg. 3
May 8, 2024	Study Session	3 p.m.	Rotunda, Bldg. 3
	Business Agenda	4 p.m.	Rotunda, Bldg. 3
June 12, 2024	Study Session	3 p.m.	Rotunda, Bldg. 3
	Business Agenda	4 p.m.	Rotunda, Bldg. 3
July 10, 2024	Study Session	3 p.m.	Rotunda, Bldg. 3
	Business Agenda	4 p.m.	Rotunda, Bldg. 3
August 14, 2024	Study Session	3 p.m.	Rotunda, Bldg. 3
	Business Agenda	4 p.m.	Rotunda, Bldg. 3
September 2024	<i>No Meeting</i>		
October 9, 2024	Study Session	3 p.m.	Rotunda, Bldg. 3
	Business Agenda	4 p.m.	Rotunda, Bldg. 3
November 13, 2024	Study Session	3 p.m.	Rotunda, Bldg. 3
	Business Agenda	4 p.m.	Rotunda, Bldg. 3
December 11, 2024	Study Session	3 p.m.	Rotunda, Bldg. 3
	Business Agenda	4 p.m.	Rotunda, Bldg. 3

ACCT National Legislative Summit, Washington, DC
 AACC Annual Convention, Louisville, KY
 WA ACT Spring Conference, Yakima, WA
 CPTC Foundation Scholarship Dinner, McGavick Ctr.
 CPTC Graduation, Tacoma Dome
 ACCT Leadership Congress, Seattle, WA

February 4-7, 2024
 April 5-9, 2024
 May 2-3, 2024
 May 10, 2024
 Thursday, June 13, 2024
 October 23-26, 2024

Clover Park Technical College (CPTC)
NAC Skills Testing Fee

Due to the rapid changes surrounding Nursing Assistant Certification (NAC) [Testing](#) in Washington State ([Washington Skills Initiative](#)) the model for NAC Skills Testing is shifting from having testing candidates pay Credentia to instead paying Schools the \$100 Skills Testing Fee directly. This will require a new process to be implemented for testing candidates (CPTC students and potential outside testing candidates) to pay this fee directly to the school to register for testing with the CPTC NAC Director (Rosalia Watson) & Washington Board of Nursing (WABON) [testing organization](#) system. Once candidates have paid this fee and presented proof of payment to the NAC Director, they can be registered for a testing date. This new process will allow for timely availability of testing for NAC candidates and expedite their entry into the workforce.



Board of Trustees Meeting
Building 3, Rotunda and via Zoom
 Wednesday, October 4, 2023

Study Session: 3:00-4:00 p.m.
 Regular Meeting: 4:00-6:00 p.m.

Study Session Minutes

Call to Order: Chair Zhu called the Board of Trustees Study Session for Clover Park Technical College (CPTC) to order on October 4, 2023 at 2:58 p.m.

Board of Trustees Present:

Tong Zhu, Chair
 Jesus Villegas Rivera, Vice Chair
 Eli Taylor
 Carol Mitchell

College President: Dr. Joyce Loveday

Assistant Attorney General (AAG): Justin Kjolseth -- on-line

Excused Absences:

Alice Phillips

Executive Team:

Dean Kelly, VP for Student Success
 Samantha Dana, Associate VP for Institutional Effectiveness
 Dr. Tom Broxson, VP for Instruction
 Amelia Grayson, VP for Finance and Administration
 Lisa Beach, Chief Operating Officer

4th Quarter 2022-23 Preliminary Financial Report (Tab 1)

Amelia Grayson, Dr. Brian Lee, and Lisa Beach provided a presentation about the 4th Quarter 2022-23 Financial Report. Dr. Loveday introduced Amelia and commended her work, and the work of Dr. Lee and Amy Gangstad. Ms. Grayson reviewed the presented report noting that there may be some changes before finalization for auditing, but it is not believed that any changes will result in substantial changes.

Ms. Grayson noted that CARES funds need to be reallocated from the grants and contracts line (145). This results in a lot of the negative totals in the other fund lines. Timing of the fiscal year end has to do with some of these imbalances as well. Fund balances from prior years also need to be applied.

The difference between expenses on the page two and page three is the later only contains the items in the operating subtotal.

Final figures will be presented to the Board as we develop procedures for extracting data from ctcLink.

Some of the funds shown on the third page represent funds set aside but not yet expended for projects such as aircraft and Robert Half/Protiviti. More information will be provided about these projects at a later date.

Human Resource Plan Update (Tab 2)

Dr. Joyce Loveday invited Dr. Brian Lee, Samantha Dana, and Danielle Hawkins to speak to the background of the plan.

Dr. Lee led the Board through the HR plan 2022-2023 describing the need to modernize and adjust systems to conform to the new ctcLink environment. He noted that this was a positive and necessary change as CPTC needed to move away from outdated paper-heavy systems to a fully digital system and to meet compliance with OFM guidelines. These changes all necessitated restructuring of HR staffing. Job descriptions have been realigned with HR functions. Some new functions were added based on employee inquiries and needs. Triage priorities were established and then later adjusted as employees and unions provided input.

Trustee Mitchell recommended setting time frame expectations on tickets so that employees could know what to expect.

Zhu expressed concern about accuracy as well as basic functionality.

Several members of the Board emphasized that human relationships and communication are a vital part of the departmental function and theses are needed to rebuild trust in the HR department.

Adjournment

Motion to adjourn the study session was made at 3:39 p.m. by Trustee Mitchell and seconded by Trustee Villegas Rivera. The motion was approved unanimously.

.....

Regular Meeting Minutes

Call to Order: Chair Zhu called the Board of Trustees Regular Meeting of the Board of Trustees for Clover Park Technical College (CPTC) to order on October 4, 2023 at 4:04, followed by the flag salute, land acknowledgement, and labor acknowledgement

Board of Trustees Present:

Tong Zhu, Chair
Jesus Villegas Rivera, Vice Chair
Eli Taylor
Carol Mitchell

College President: Dr. Joyce Loveday

Assistant Attorney General (AAG): Justin Kjolseth – on line

Excused Absences:

Alice Phillips

Executive Team:

Dean Kelly, VP for Student Success
Samantha Dana, Associate VP for Institutional Effectiveness
Dr. Tom Broxson, VP for Instruction
Amelia Grayson, VP for Finance and Administration
Lisa Beach, Chief Operating Officer

Adoption of the Agenda

MOTION:

Motion to amend the agenda to postpone the marketing report to the next meeting of the Board of Trustees, was made by Trustee Taylor and seconded by Trustee Villegas Rivera. The motion was approved unanimously.

Approval of Minutes (Tab 3)

MOTION:

Motion to approve the minutes of the Regular Board meeting held on August 9, 2023, as presented, was made by Trustee Villegas Rivera and seconded by Trustee Mitchell. The motion was approved unanimously.

Public Comments

Matt Farmer – spoke of difficulties in Human Resources with the implementation of ctcLink.

Taylor Nuxoll – spoke of HR efforts to improve systems especially ticketing system and appointment booking.

Mackenzie Davidson – spoke about the unusual amount of hostility and lack of support from leadership. She spoke of being in fear of losing her job during the investigation of HR.

Mary Bothwell – described how the HR team has been very poorly treated (including being assaulted) and not supported by leadership. She spoke of being afraid to come to work.

Angelique Nuxoll – Described huge improvements to HR systems as well as great difficulties such as dealing with large volume of tickets, some based solely on rumor. She also spoke of the difficulty of having her auditing of leave constantly questioned.

Terra McCullough – Spoke of being under constant attack as a member of the HR department. She questioned the use of consultants for some HR functions when the college is suffering financially, and HR staff are capable of performing the tasks.

Amy Ehlers – noted that ctcLink revealed long-standing errors at CPTC. HR staff have been blamed, called racist, had her credentials questioned, and suffered abusive behavior. She believes that she has been lied to by leadership.

Lisa Beach – has served as Interim Vice President for Finance and Administration but today was speaking as individual. HR staff have been poorly treated and abused regularly. She also believes the recent review was a bit flawed, as an example, she was involved due to her position, but was never interviewed.

Trustee Zhu thanked the speakers.

President's Report

Dr. Loveday began her report with a short description of opening day, Friday, September, 22, which focused on CPTC's new strategic plan including a capacity café to collect input from across the campus. The day focused on moving forward and included presentations about the new Male Engagement Center (MEC), and Corporate Education. She expressed thanks to Samantha Dana for coordinating the event as well as the many volunteers and staff supporting the activities of the day.

Dr. Loveday announced that we are the recipient of a Title III grant from the U.S. Department of Education for \$2.2 million over five years. The purpose of the grant is to strengthen the teaching and learning center and to improve outcomes especially for low income and BIPOC students as well as build capacity for equity. This is well timed as it is starting just as an old grant ends.

We were visited today by the President of the Fort Steilacoom campus of Pierce College, who delivered cookies and sincere thanks from Pierce College for CPTCs support through their July ransom ware attack and resulting fallout. Dr. Lee personally went to the Pierce College “war room” as their telecommunications were down. In two hours, he organized a support system for our Pierce College including a room on our Lakewood campus with computers and staff resources.

CPTC enrollment is up about 10 percent from last year.

The 2023 manufacturing day expo will be held Thursday afternoon here on campus in building. 24. Pierce County manufacturers and CPTC students will have presentations to showcase local capabilities.

PCCC will be conducting a legislative breakfast Thursday, November 2 at Bates Technical College. Trustees Tzu and Phillips are scheduled to attend – others are welcome.

The Board Self-Evaluation has been postponed to allow for a timelier review at the next Board retreat.

College Reports or Highlights

ASG Report (Tab 4)

Student leadership is very new so Ms. Wallack provided the report for ASG. She noted the new format of the presentation. It is a series of photos showing some of the new student leadership during their training. Student life working on building student leadership camaraderie and explored their personal “why” while learning about the student body, and many other aspects of college community so that they can be better able to serve the students. Student life is still seeking more student staff.

Instruction Update – Welding (Tab 6)

Dr. Tom Broxson presented an update on the Welding program. Dr. Broxson talked about our success in diversifying our welding program. Our program is ahead of the national average for non-white students, and well ahead (50 percent versus six percent) for female students.

Dr. Broxson introduced one of our welding instructors, Amelia Riojas, and five female students (there are 14 currently). He noted that such a large group of female students is very rare, and that – in their work futures they are likely to be the only women or may have only one other female welder working with them. Students spoke about how beneficial it has been to be in a program with other women and how they appreciate the opportunity to work in the trades rather than academics. Appreciation of support from other women (and men).

The students expressed that they would like more tools both in number and variety, as well as better developed curriculum materials. Students also asked for one or more teaching assistants to help faculty. More equipment will facilitate process as it would prevent waiting to use a single piece of equipment, and because they would not be delayed by breakdowns.

Students also expressed frustration in waiting for their tool kits. Financial aid delays have been a problem for many, but this is inconsistent from student to student. One student noted that when she was at Pierce College, she received aid before the first week of class.

Trustees congratulated students and thanked them.

Dr. Broxson noted that equipment funds do not come from state, so we must rely on other sources. We also are currently working on improvements to the welding HVAC and the roof in the building. Trustee Zhu asked if private donations and asked for a list of needs. Dr. Broxson said that we do take private donations. Lester Burkes said that a workforce grant is currently in process to get new equipment and hiring new teaching assistants.

Fiscal Year 2023-2024 Operating Budget (Tab 7)

Amelia Grayson provided a presentation on the Fiscal Year 2023-2024 Operating Budget.

She called attention to the graph on page eight of her presentation, which shows that state funds have increased a great deal this year. This increase which is largely why our available funds have increased. At the same time, our expenses have increased as well.

Items that will need to be funded from reserves are show on page ten. We are projecting a 3.4-million-dollar operating shortfall and a 500-thousand-dollar program recovery expense to help bring in more FTEs. Other items on the list include money set aside for aircraft acquisition, and funds to support the Tuition Installment Plan Program and the Hayes Center which are still not self-supporting.

Systems audit may require more than this year. The Robert Half/Protiviti figure is an estimate for the work to determine the College's reparations responsibility. The Systems Audit figure is for the actual reparations. Ms. Grayson assured the trustees that the Robert Half experts who will be working on this are expert in their field and that we are setting ourselves up to succeed as we move forward.

Chair's Report

Trustee Zhu asked to be sent information regarding tax benefits of donations to the CPTC Foundation.

Board Reports and/or Remarks

Trustee Mitchell

- expressed concern for HR staff distress. She hopes that they will receive support and issues of abuse will be addressed.
- Noted that our community is knee deep in Manual Ellis trial. This might be worth following.
- Last week she participated in an access to justice conference at the Tacoma convention center. TVW is carrying some of the presentations.

Trustee Villegas Rivera

- Seconded HR sentiments – we need to apply a culture of care to them as well as the employees who have HR issues.
- Expressed concern about equipment problems. Perhaps students can promote need with industry.

New Business

Approval of FY 2023-24 Operating Budget (Tab 7)

A motion to approve the budget as presented was made by Trustee Mitchell and seconded by Trustee Taylor. The motion was approved unanimously.

Executive Session

At 5:26 Chair Zhu stated that in accordance with RCW 42.30.110, the Board would recess to go into Executive Session for the purpose of receiving and evaluating complaints or charges brought against a public officer or employee, which is exempt from the Open Public Meetings Act.

Chair Zhu reconvened the Regular Meeting at 6:27 p.m. and stated that there were no action items as a result of Executive Session.

Next Meeting

Wednesday, November 8, 2023, details to follow.

Adjournment

Motion to adjourn the meeting at 6:28 was made by Trustee Taylor, and seconded by Trustee Villegas Rivera. The motion was approved unanimously.

Dr. Joyce Loveday
President
College District Twenty-Nine

Tong Zhu
Chair, Board of Trustees
College District Twenty-Nine

ASSOCIATED STUDENT GOVERNMENT REPORT

NOVEMBER 2023



Highlights
Partnerships
Student
Advocacy

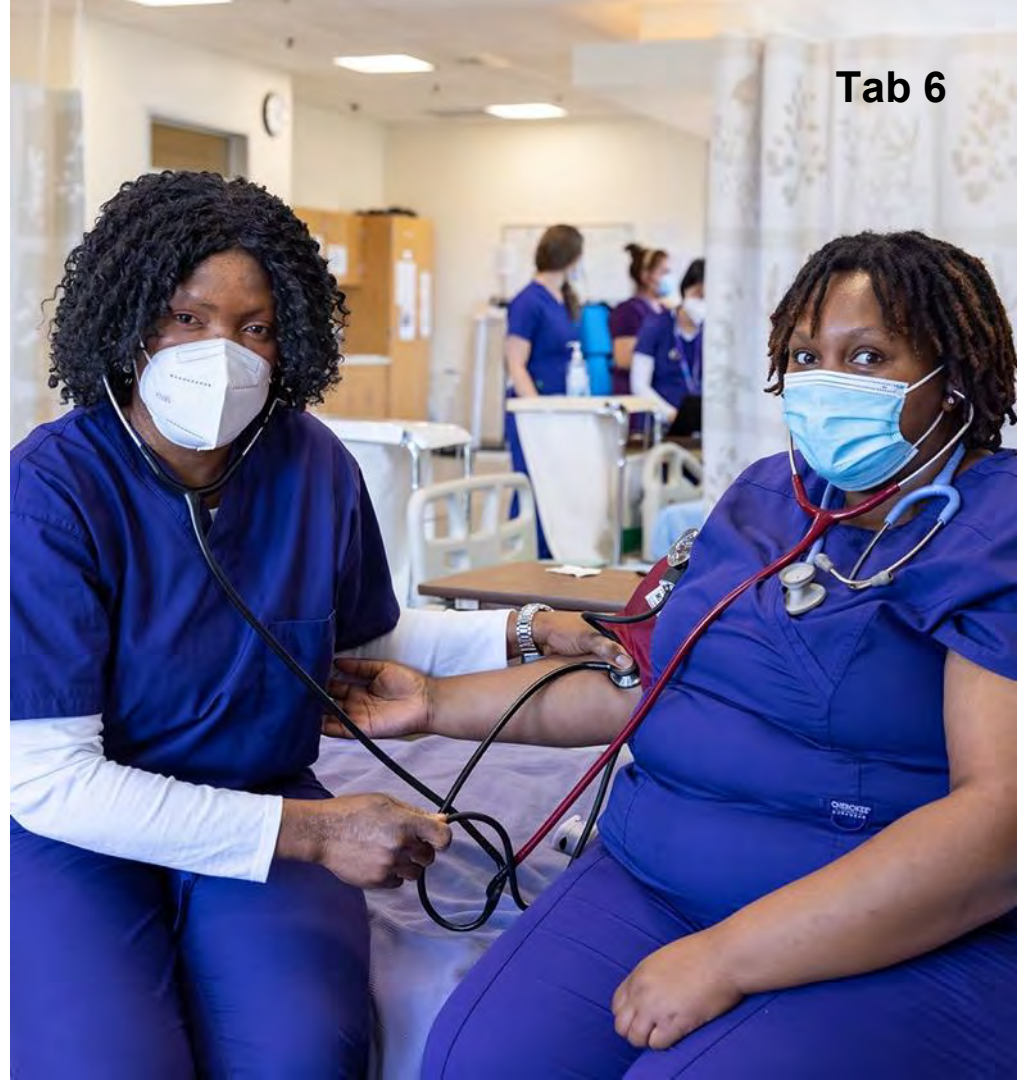





Board of Trustees

October 4, 2023

Marketing & Communications





What we do, who we are

[About us](#)

[Campaigns](#)

[CRM](#)

[Questions](#)

MarComm: more than flyers

- Academic catalog
- Align messaging & events
- Annual report
- Asset library
- Banners
- Blog stories
- Brand management
- Budgeting
- Calendars
- Consult on campaigns
- Content creation
- Crisis communications
- CRM
- Cybersecurity
- Develop templates
- Digital collateral
- Editing
- Employee onboarding
- Event promotion
- Facebook
- Field questions from public
- Follow trends
- Flyers

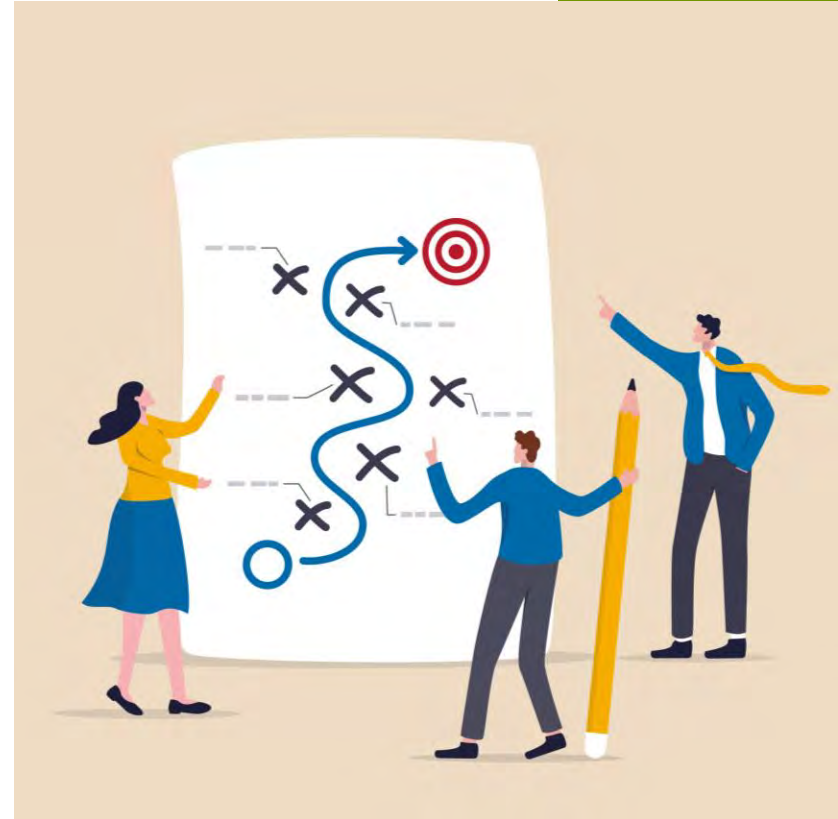
- Google analytics
- Graphic design
- Intranet
- Legal compliance
- Legislative relations
- LinkedIn
- Maintain campus map
- Manage readerboard
- Marketing campaigns
- Mascot research
- Media monitoring
- Media relations
- Messaging
- Microsites
- Monitor demographics
- Photography
- Poster-sized calendars
- Public information officer
- Public speaking
- Press releases
- Print pieces
- Quality assurance
- Reputation management

- Risk management
- SaaS
- SEM
- SEO
- Server management
- Signage
- Snapchat
- Social media
- Software management
- Statewide commissions
- Strategic plan posters
- Tiktok
- Track new laws
- Train college partners
- Twitter/X
- Vendor management
- Video creation
- Viewbook
- Virtual tour management
- Visix
- Webpage editing
- Website management
- YouTube

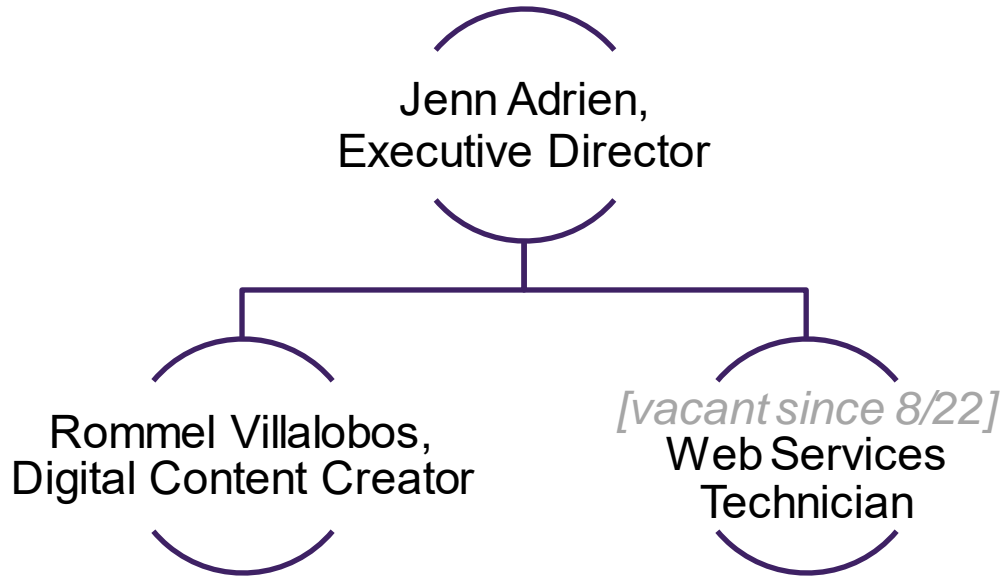


Strategically important

- Student Success
- Instruction
- Equity, Diversity, & Inclusion
- Finance & Administration
- Clover Park Foundation
- CPTC 2023-2028 Strategic Plan



The team



A young woman with dark hair tied back, wearing a bright green jacket over a white top, is smiling and looking off to the side. The word "Campaigns" is written in large white letters across the center of the image.

Campaigns

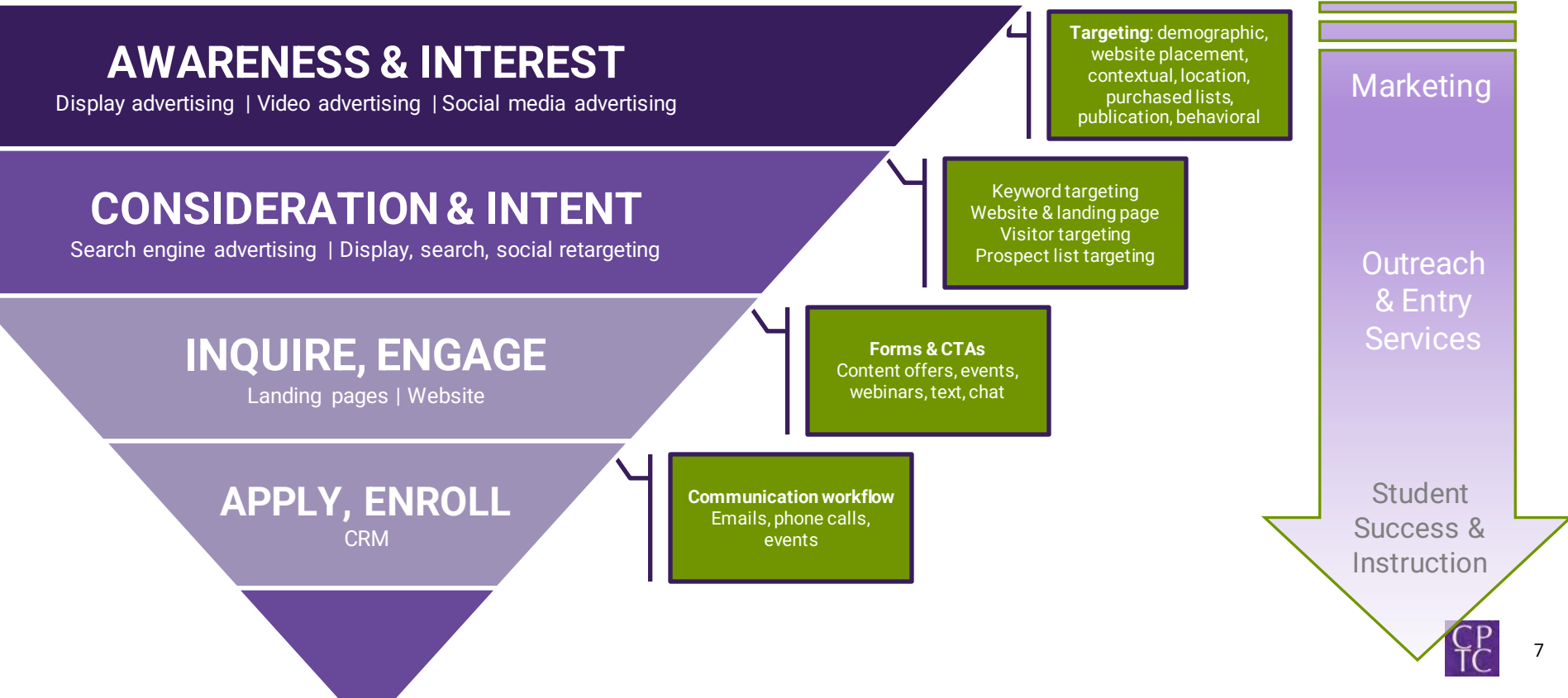
[About us](#)

[Campaigns](#)


[CRM](#)

[Questions](#)

Digital media enrollment funnel




Campaign concept A



Do **YOUR** thing.

Find or advance your career.


CLOVER PARK
TECHNICAL COLLEGE



Do **YOUR** thing.

Join a pressure-free online info session.


CLOVER PARK
TECHNICAL COLLEGE

TELL ME MORE →

Campaign concept B



**CLASSES DON'T
NEED TO
BE
YOUR WORLD**



Offering childcare,
transportation support
and more.

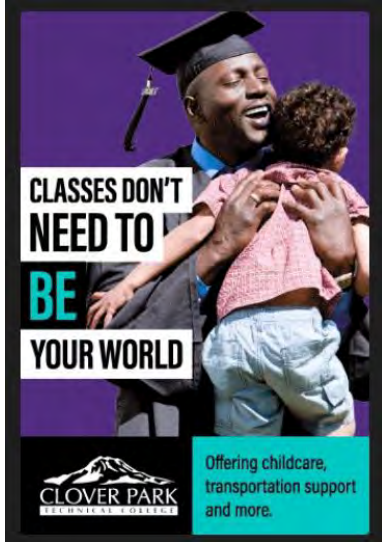


**TO
CHANGE
YOUR WORLD**

Join a pressure-free
online information session.

TELL ME MORE →

Ad placements



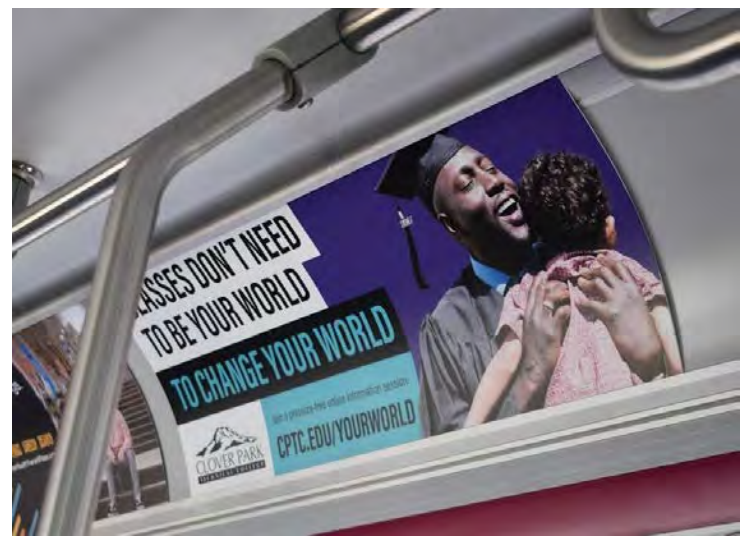
Animated gif



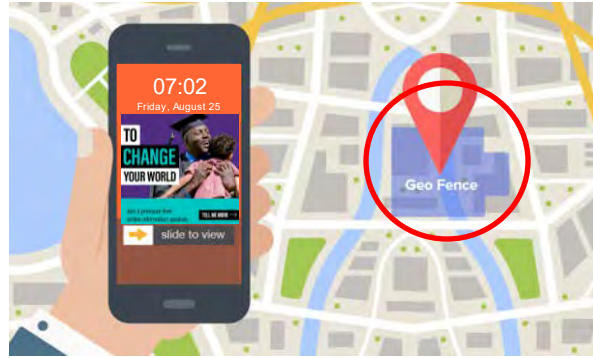
Animated gif



Web banner



Sponsorship



Metro Parks Tacoma

August 1

Pack your snacks, blankets and lawn chairs and head to Norpoint Park on Saturday, August 5 for free family fun and an outdoor movie! Seating is on the lawn.

Enjoy a variety of activities:

- 2-5 pm NE Tacoma Car Show
- 2-4 pm Pickleball Tournament – Rec division
- 4-6 pm Pickleball Tournament – Advanced division
- 2-9 pm Food trucks
- 5:30-8 pm Family Games and Activities
- 6-7:30 pm "Tacoma's Got Talent" Competition
- 7:30-8 pm "Tacoma's Got Talent" Finalist performance
- Dusk Movie Begins (Minions: The Rise of Gru)

Free summer treats will be provided thanks to Soundside Church, The Grand Cinema will be selling popcorn for \$1 per bag.

Presented by [Coordinated Care](#) and [Clover Park Technical College](#) in partnership with [Kitsap Credit Union](#)



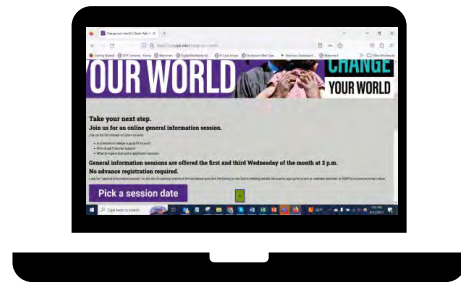
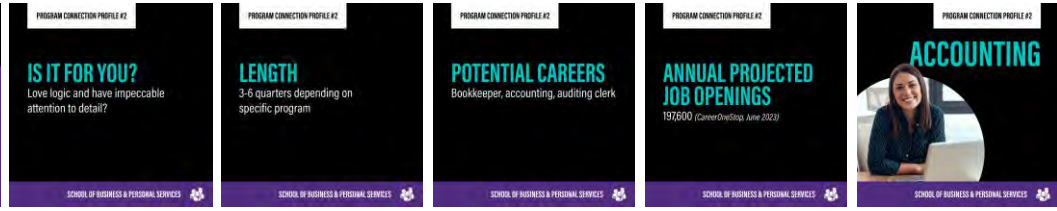
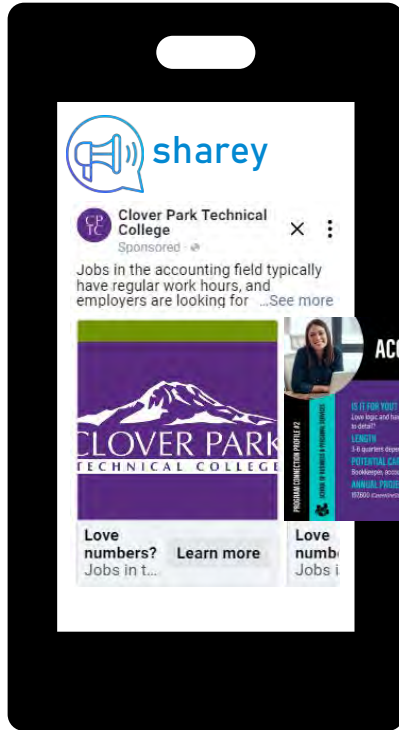
SUMMER BASH
+ OUTDOOR MOVIE
AUGUST 5, 19 & 25

Presented by
coordinated care

Supported by
KITSAP CREDIT UNION

In Partnership with
CLOVER PARK TECHNICAL COLLEGE
GRAND CINEMA

Targeted ads for under-enrolled programs

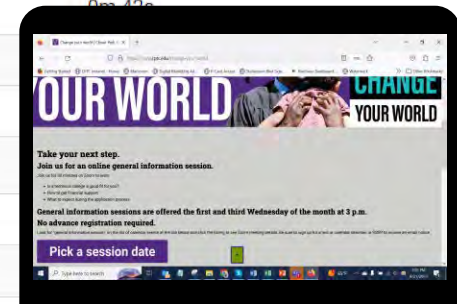


RESULTS

Website traffic, July 15-Sept 20, 2023

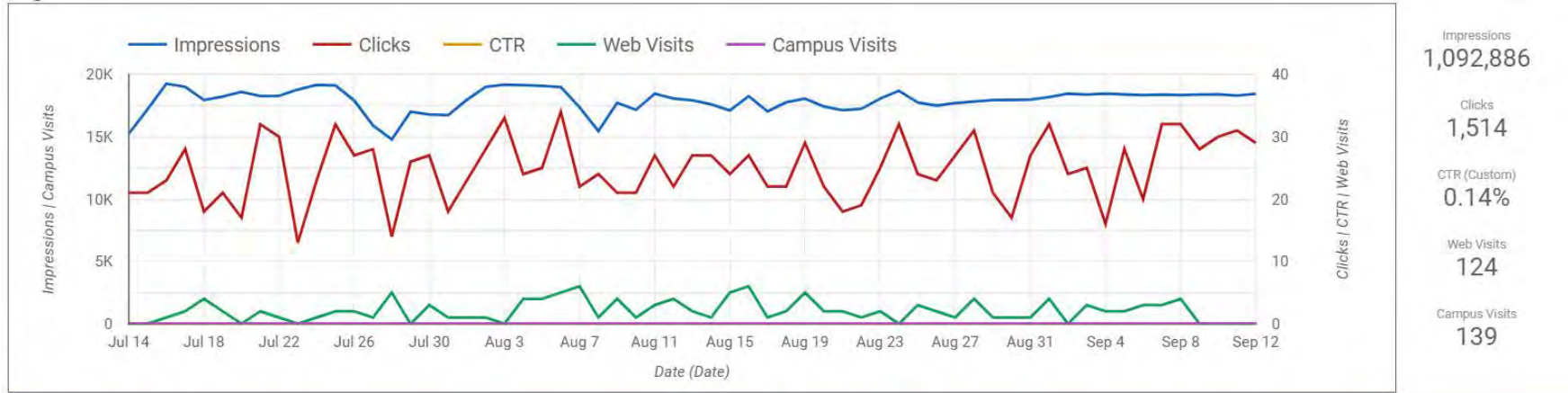
Landing page: Landing page ⚠️

	Landing page	Sessions	Users	New users	Average engagement time per session
		210,623 100% of total	108,241 100% of total	98,644 100% of total	0m 47s Avg 0%
1	/	93,853	57,857	51,499	0m 42s
2	/lrc/canvas-login	36,866	9,973	6,318	0m 13s
3	/change-your-world	21,495	18,394	17,008	0m 24s
4	(not set)	7,869	3,996	4	0m 12s
5	/programs/schools	3,411	2,803	2,040	
6	/programs/nursing	2,150	1,547	1,076	
7	/about/academic-calendar	1,694	1,049	534	
8	/admissions/apply	1,683	1,094	622	
9	/lrc/computer-lab/email	1,416	815	482	
10	/about/human-resources	1,372	891	630	



0m 14s

1M geofence impressions -> 139 campus visits



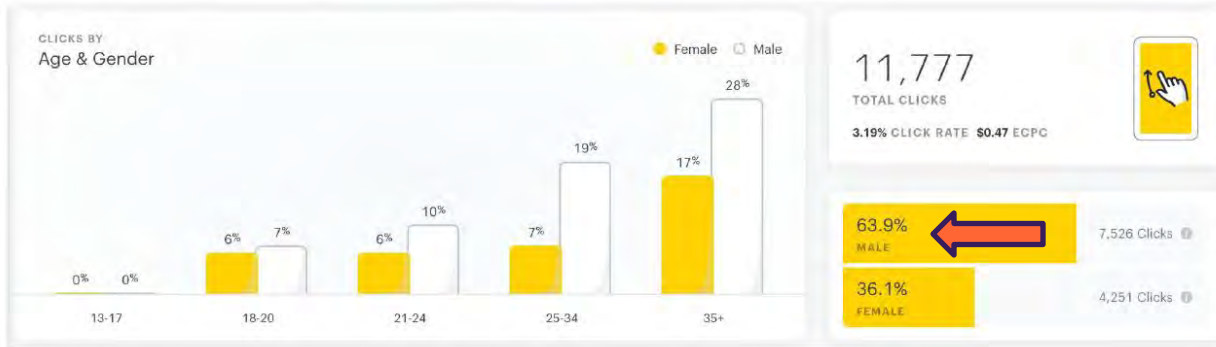
Geofence CTR: 0.14% (national education avg 0.10-0.11%)

Social media



Name	Total Impressions	Clicks	Click Rate
CloverPark_FA23_General	368,894	11,778	3.19%

INDUSTRY AVERAGE CLICK RATE: .75%



Program	m/f	age
BAS	m	25-34
Central Svcs	f	35-44
ECE	f	35-44
Graphic Tech	m	25-34
HUC	f	55-64
Human Svcs	f	25-34
HVAC	m	35-44
Interior Design	f	35-44
NDT	m	25-34
NOSS	m	25-34
Welding	m	25-44

Top-performing ad

Snapchat CTR: 3.19%, 4.25 times the avg 0.75%

What's next?

1. Update ads
2. Develop additional program-specific ads
3. Finesse & continue digital campaign
4. Increase ad spend for Snapchat
5. Update campus photos
6. Launch and integrate Element 451





Element 451

[About us](#)

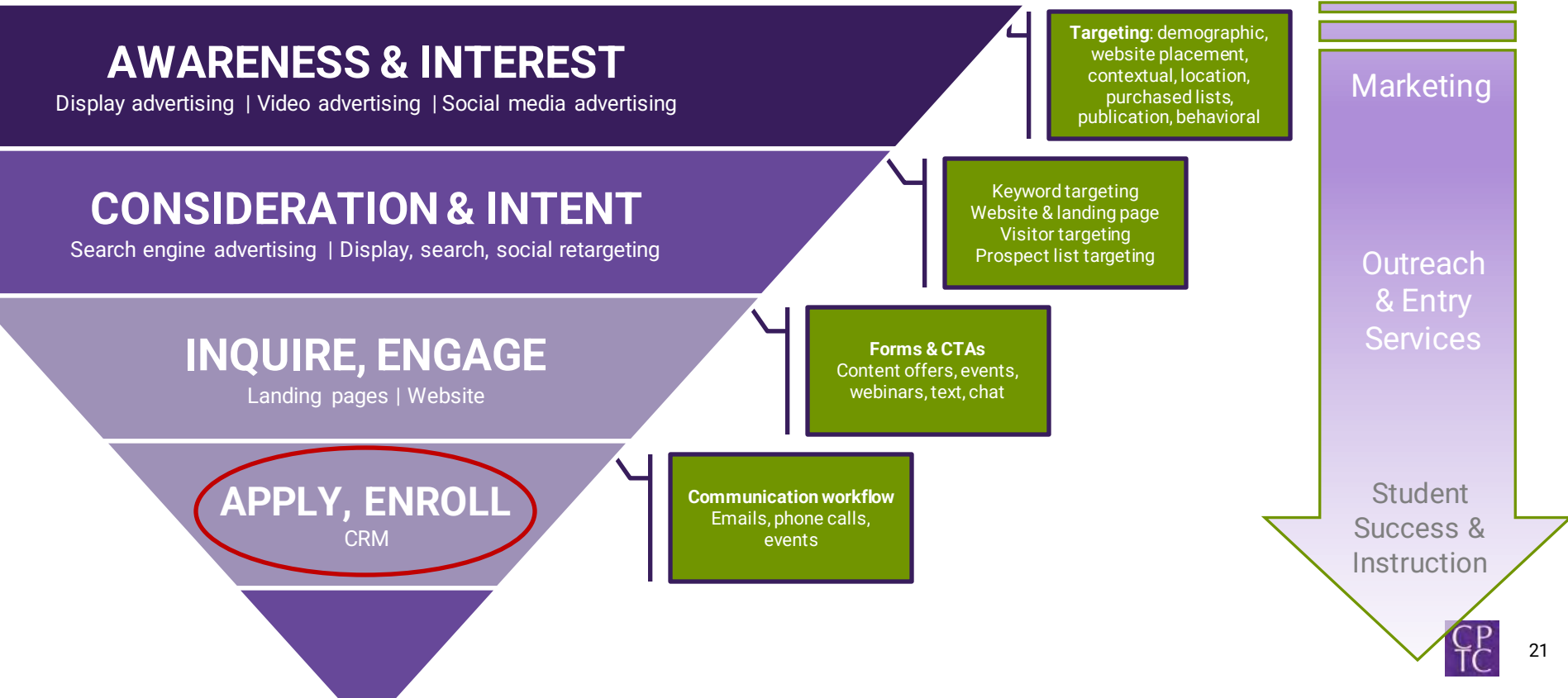
[Campaigns](#)

[CRM](#)

[Questions](#)



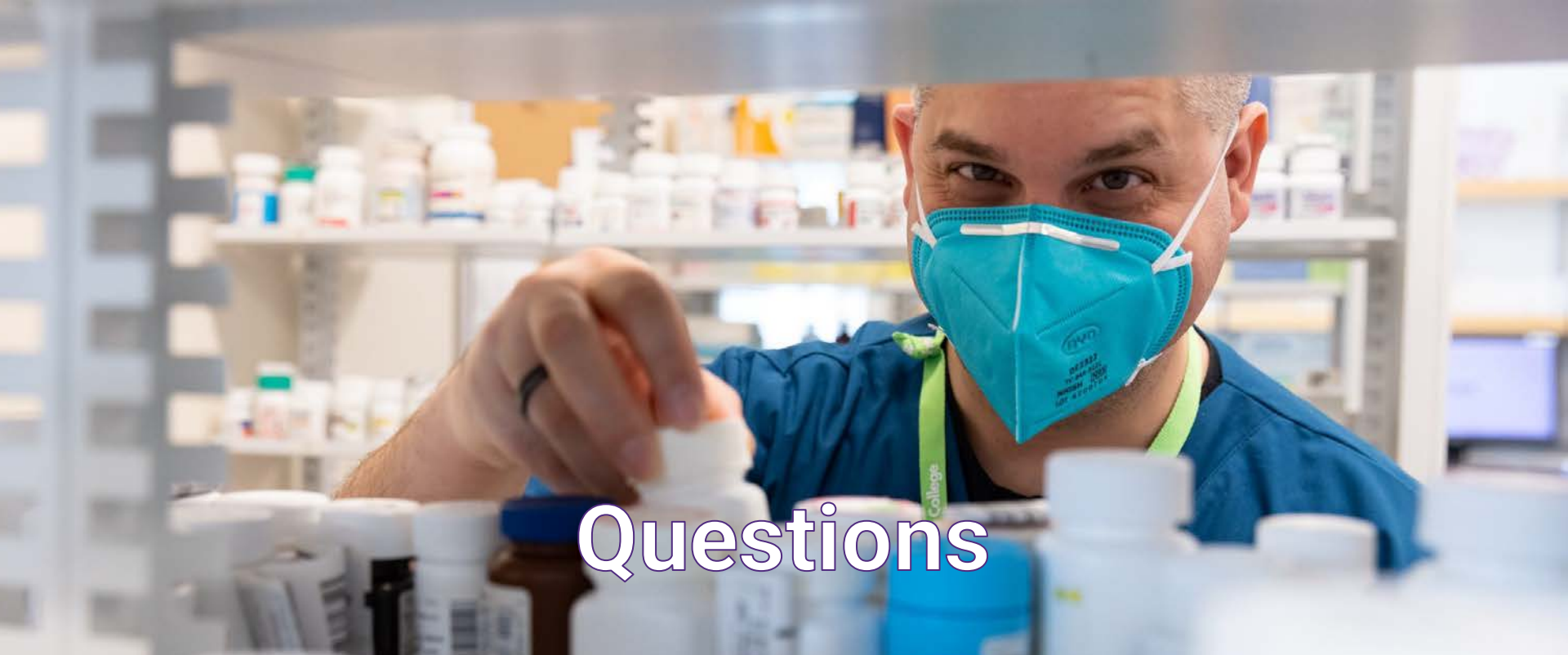
Digital media enrollment funnel



CRM: Element 451

- Marketing & Communications
- Outreach & Entry Services
- Workforce Development
- Student Life
- Corporate Education
- Wrap-around services
- Foundation & alumni





[About Us](#)

[Campaigns](#)

[CRM](#)

[Questions](#)

Clover Park Technical College
Board of Trustees Meeting
Enrollment Report
Fall 2023

State Funded 10th day Enrollment FTE



State-Funded Current Day Enrollment FTE for Fall 2023-24

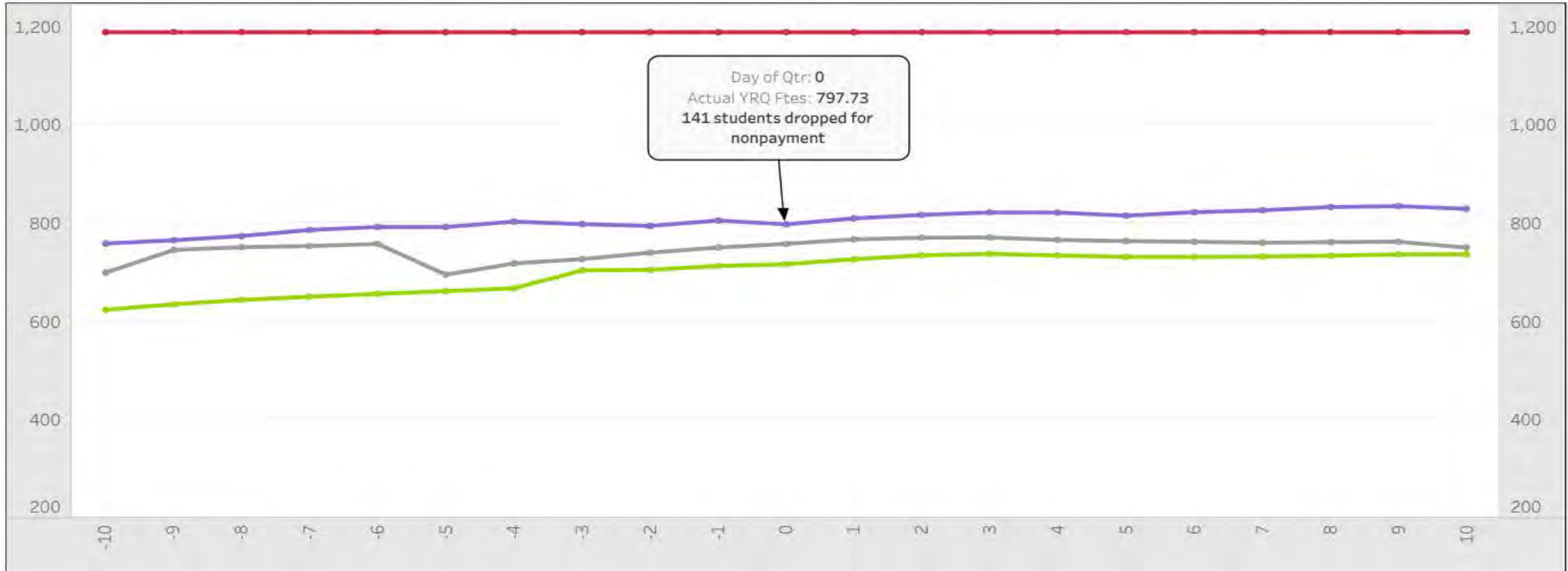
Definitions:

Daily FTE include: (1) 10 days before start of the quarter, (2) Start date; Day 0, and (3) 10 days after start of the quarter. **FTE calculation** is based on state-funded enrollment and institutional intent.

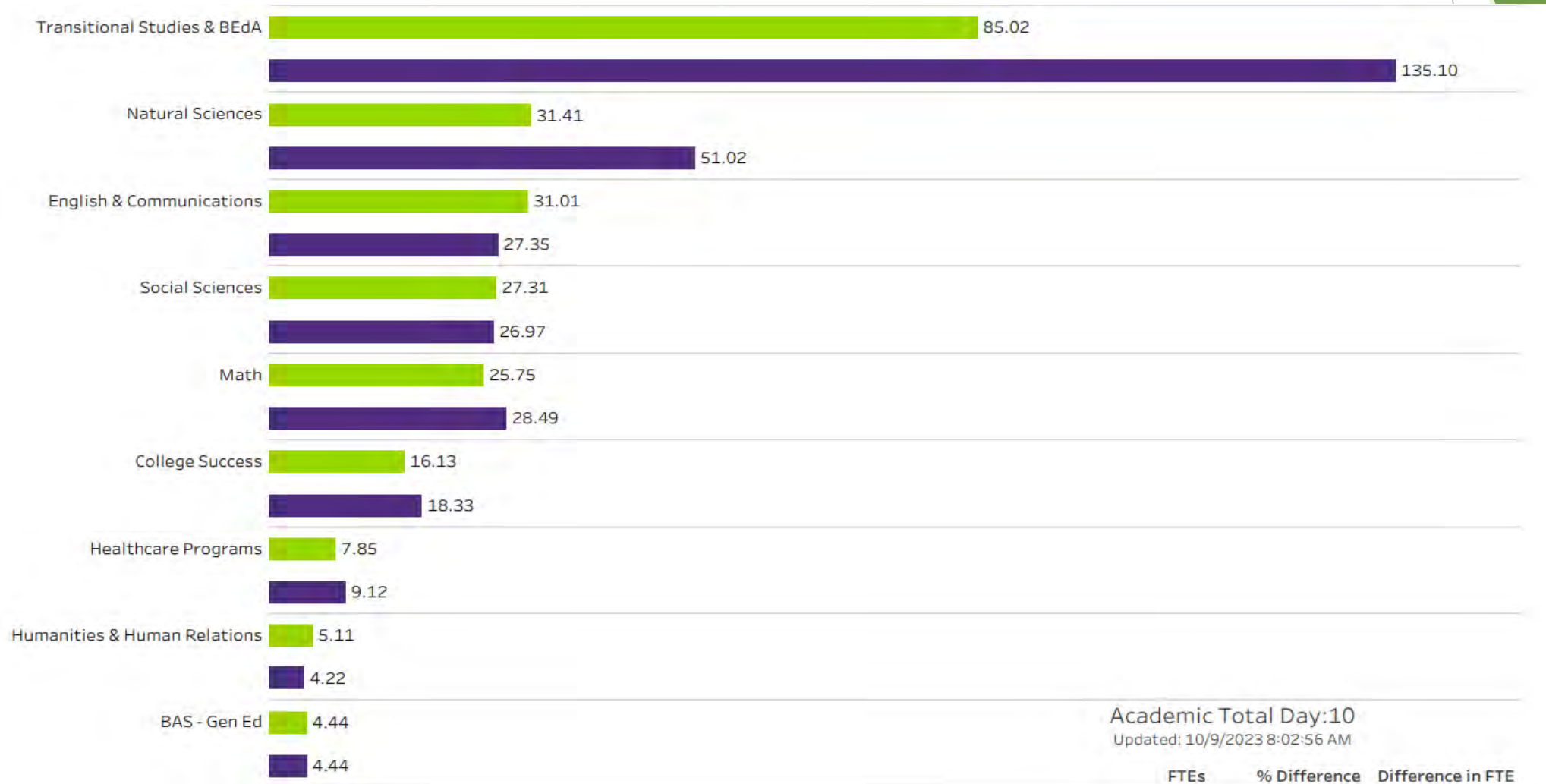
Actual YRQ FTE - FTE for day of term. **Last YRQ FTE** - FTE run the same day in the previous year 10 days before the start of the quarter, the start date; Day 0, and 10 days after the start of the quarter.

Target YRQ FTE - FTE based on a three-year history of enrollments by quarter as a percentage of the annual total, applied to the target to meet the allocation model.

Actual YRQ Ftes Target YRQ Ftes Last YRQ Ftes 2 Years Ago



State Funded FTE Academics

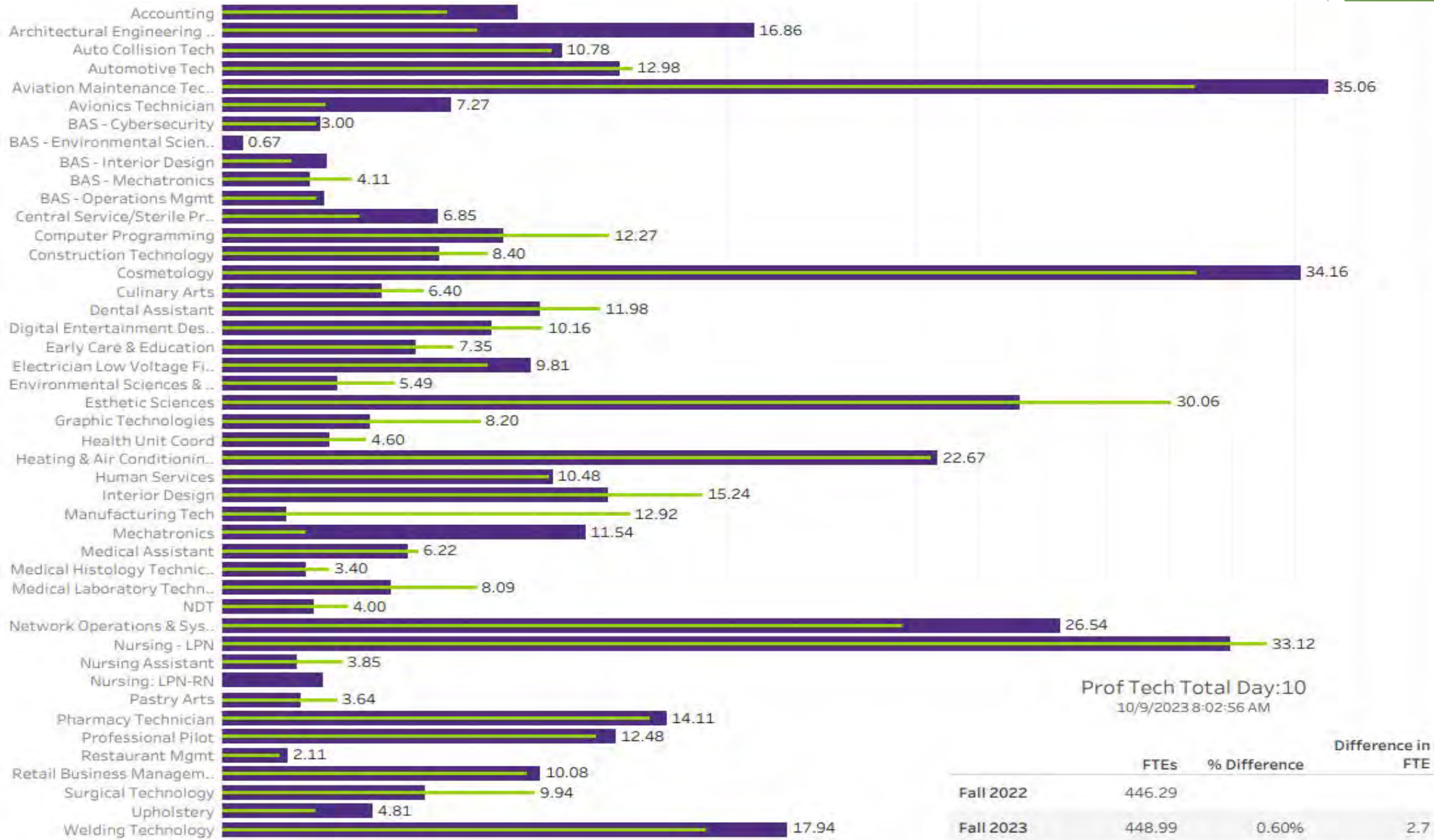


Academic Total Day:10

Updated: 10/9/2023 8:02:56 AM

FTEs % Difference Difference in FTE

State Funded FTE for Tech Programs



Prof Tech Total Day:10
10/9/2023 8:02:56 AM

	FTEs	% Difference	Difference in FTE
Fall 2022	446.29		
Fall 2023	448.99	0.60%	2.7



Program Tree Map



Enrollment highlights

- ▶ Growth in transitional studies and high school
- ▶ Upcoming instructional growth
- ▶ Update: Achieving the Dream initiatives
- ▶ Outreach highlights