



Board of Trustees Meeting

Rotunda, Building 3

Zoom Link for those who cannot attend in person:

<https://cptc-edu.zoom.us/j/83543974093>

Tuesday, November 13, 2024

Study Session: Cancelled

Regular Meeting: 4:00 – 5:30 p.m.

Regular Meeting Minutes

Call to Order, Land and Labor Acknowledgement, Introductions: Trustee Phillips called the Regular Meeting of the Board of Trustees for Clover Park Technical College (CPTC) to order on November 13, 2024, at 4:04 p.m. followed by the land acknowledgement and labor acknowledgement.

Board of Trustees Present:

Adria Buchanan

Tong Zhu

Alice Phillips

College President: Dr. Joyce Loveday

Assistant Attorney General (AAG): Justin Kjolseth – via Zoom

Excused Absences:

Jesus Villegas Rivera, Chair

Eli Taylor, Vice Chair

Executive Team:

Dr. Tom Broxson, VP for Instruction

Amelia Grayson, VP for Finance and Administration

Dean Kelly, VP for Student Success

Samantha Dana, Associate VP for Institutional Effectiveness

Iesha Valencia, Associate VP for Equity, Diversity, and Inclusion

Adoption of the Agenda

MOTION:

Motion to adopt the agenda as presented, was made by Trustee Zhu and seconded by Trustee Buchanan. The motion was approved unanimously.

Approval of the Minutes (Tab 1)

MOTION:

Motion to adopt the minutes of the October 9, 2024 Board meeting as presented, was made by Trustee Zhu and seconded by Trustee Buchanan. The motion was approved unanimously.

Public Comments

None

President's Report

Dr. Loveday introduced Trustee Adria Buchanan, who is replacing Carol Mitchell on the Board. Ms. Buchanan is the executive Director of the Fair Housing Center of Washington. She stated that she brings a passion for the student experience and wants to work to address the challenges that they face as they work toward completion and access to an income that affords them a better quality of life.

Dr. Loveday Introduced Abby Wilshire as a student success highlight. Ms. Wilshire introduced herself as a student in CPTC's accounting program and noted that she also works in the college's fitness center. She is a Northwest High School student and is currently in her second to last quarter. She said that she entered the program because she wanted to finish all of her education with her high school diploma. She will be completing with both her high school diploma, and an associate's degree.

The things she appreciates about CPTC are her position as a student staff person, the study rooms, her fellow students, and the support she has received from her favorite instructor, Suzanne Cooke. She is currently 17, so she cannot work in her field, but looks forward to working in an accounting firm when she turns 18. She likes working as a student staff member where, in addition to working in the fitness center as an attendant, she has helped to create campus surveys, and assisted at Campus Activities and Advocacy Board (CAAB) events. In her free time, she likes to bake because she enjoys the precision involved.

Dr. Loveday continued with her report, noting that the college has been very active. Notably, last week CPTC sponsored a community meeting about workforce training on the east side of Tacoma. This event was the result of the college's work with Achieving the Dream and also our partnership with Palmer Pathways through the City of Tacoma's Tacoma Training and Employment Program (TTEP).

TTEP provides grant funding for a pre-apprentice training program focused on East Tacoma residents. Because of delays in the College's ability to secure a lease in East Tacoma, the students started working on the Lakewood campus, and have decided to remain here for the duration of their term.

Last week's meeting at the newly leased facility in East Tacoma included about 35 community members representing many local organizations interested in workforce training on the east side. The activities in East Tacoma will be composed of two pillars: CPTC activities lead by Lester Burkes, and community development and involvement lead collaboratively by a team including Dr. Loveday, Dr. Broxson, and Katie Condit of Workforce Central.

Finally, Dr. Loveday noted that the college has two new policy revisions – one regarding academic credit for prior learning, and the second regarding reasonable accommodations for students with disabilities. The changes are for clarification only. The changes have gone through the college's standard review procedure and will be given to Chair Villegas Rivera for signature.

College Reports or Highlights

CAAB Report (Tab 2)

Tanner Jarvis and Elias Dzul provided a report from the Campus Activities and Advocacy Board (CAAB). Elias is in CPTC's Automotive program in his fifth quarter. Tanner is in CPTC's Culinary Arts program in his third quarter. Together they reported on the following three activities:

- 1) Movie night – The movie Inside Out 2 was presented along with an ice cream bar, photo booth, and other activities. There were 65 guests, which was an increase from previous movie nights due to better advertising.
- 2) On November 7, CAAB participated in a veterans' day service to honor all who have served. Shelly Kirk and Shelli Willis spoke to the 55 guests there, and veterans received pins. Immediately after the service, a grand re-opening was held for the Veterans Resource Center.
- 3) CAAB voted to approve funding to match work study pay allowing a total hourly pay rate of \$ 18.50 for CAAB student employees.

Marketing Update (Tab 3)

Jenn Adrien provided a report on CPTC marketing activities. Ms. Adrien noted that the marketing team is now complete thanks to the addition of Harman Sidhu as Web Service Technician. Staff contributions are complemented with contracted services as needed.

Marketing sees its primary function as creating awareness and interest, but has also been involved in other aspects of outreach.

CPTC's Change Your World campaign was successful, generating 35,000 visits to the CPTC web site. A new micro campaign is being developed for spring. It is Titled "Right Career, Right Now" and focuses on the Automotive and Trades programs.

CPTC recently participated in a joint campaign with Tacoma Community College and Pierce College to promote our bachelor's degree programs. The campaign did not include Bates Technical College, because they did not have any bachelor's degree programs at the time. Producing the campaign took three months to put together and cost approximately \$ 60,000 total. It was sent out in the form of both joint-branded items and items branded to each of the individual colleges. The campaign included creation of a web site that was used as collector-distributor for contacts by interested individuals. The collector-distributor site is owned by CPTC, and may be used for other purposes in the future. The bachelor's degree page on CPTC's website was also updated to make it more user friendly. The intended demographic was individuals 18 to 45 in households earning below \$75,000 per year. Geofencing was also used to help target individuals.

The result of the campaign was that all colleges saw an increase in enrollment in bachelor's degree programs. CPTC saw a 35% increase. The campaign won a silver award from the National Council for Marketing and Public Relations.

Marketing has been involved in development of the college's new client relationship management system (CRM) -- Element 451. Our Welcome Center intake form connects to Element 451 distributing notice to offices providing services the student needs. It will help us send correct information to students and can help us to know what efforts are most effective. Some departments are already seeing a benefit of the system.

The Department of Justice recently made a ruling on digital accessibility saying that content must be fully accessible to people using screen readers by April 24, 2026. As the college's web site currently has approximately 550 pages, it will be a huge job to review and update all of the content. This will be a significant focus of the department moving forward.

Trustee Buchanan asked how the transition to Element 451 fared. Ms. Adrien replied that it was not really a transition as the CRM the college had before was hardly utilized. The current system was built from scratch. Since it is designed for higher education, that process has been fairly straight forward.

Instruction Report – Tenure Steering Committee (Tab 4)

Dr. Tom Broxson welcomed Kristin Copeland to assist with his presentation about the Tenure Steering Committee's activities.

The latest Collective Bargaining Agreement (CBA) with the faculty union (three years ago) includes a committee to oversee the tenure process. What is being presented tonight is the result of that committee's work improving the old tenure process.

The committee is composed of about 15 individuals and is part of the college's shared governance. Only six of the committee members vote per the CBA – five are faculty and the sixth is the vice president for instruction. The committee has worked to reach consensus.

The committee has three subgroups:

- 1) The first subgroup has been working on a tenure manual revision (and attendant forms). The manual has now been fully rewritten for clarity. The revised version will go first to the faculty senate, and then to the union for approval. The rewrite has also restructured the reporting process, reducing administrative work by moving it to the Canvas application instead of using paper. Moving the materials on-line will also allow direct access to anyone in the process, including tenure track faculty, tenure committee members, and even the Board of Trustees. There are four new tenure candidates now using the new Canvas system. They are providing feedback to help improve the site.
- 2) A second subgroup is focused creating more in-depth trainings for all members of tenure committee.
- 3) The third subgroup is working on a post tenure process that will mirror the initial tenure process every five years, supporting continuous learning and improvement.

The biggest change in the revised process is the addition of four specific outcomes:

- Program Health and industry expertise;
- Serving a role as a member of the community;
- Professional growth and development; and
- Effective teaching, advising, and engagement.

Ms. Copeland provided a quick tour of the Canvas site, noting that moving it on-line allows more time and attention to developing faculty.

Trustee Zhu commended the inclusion of the post tenure process.

Trustee Phillips extended congratulations to the tenure committee for their tenacity and for producing a good product.

Enrollment Report (Tab 5)

Dr. Tom Broxson and Dean Kelly presented an update on college enrollment.

Enrollment from all sources is up 21.7% in fall of 2024. Our recent program expo hosted approximately 200 individuals. Contributing factors include a new outreach manager, and the new CRM system.

Instruction's work growing capacity has permitted enrollment growth in popular programs including: Nursing, Manufacturing, HVAC, Transition Studies, High School, Esthetics, and Welding (now being offering nights and weekends). Increasing modalities (remote and hybrid) has also added to growth and may lead to subsequent growth in more traditional modalities. The college's new Corrections Coordinator will hopefully add to enrollment soon. Growth trends show that we are almost back to pre-pandemic numbers.

Mr. Kelly stated that the character of our enrollment has changed. We now have more part time students while reaching FTE rates that are similar to pre-pandemic number. As a result, there are more individuals to serve.

Moving forward, the college will be working on retention and completion. The goal over five years is to increase the retention rate 10 percent to 70 percent retention. The completion rate should also increase 10 percent over the same period to 60 percent.

Increasing retention is being addressed by increasing services to help meet student basic and mental health needs. Faculty is also being provided disaggregated outcomes data to help them better understand and address any negative results. We are now in the fourth year of providing outcomes data, and it is showing positive results.

To increase completion, one of the college's methods is the Career Fair, which brings employers to campus and allows students to interact with them directly. This has been quite successful. At this fall's event, two job offers were made on site.

The third approach to enrollment management is elimination of equity gaps for students of color. This is being addressed through peer mentoring, development of affinity groups, and social justice training for leadership.

Chair's Report

Trustee Phillips stated that we have all been through a tough political cycle. Mental health support is very important in these times. She urged all to support their friends and family.

Board Reports and/or Remarks

Trustee Tong reported that she has been recruited to join the business advisory board at the University of Washington, Tacoma.

New Business

None

Executive Session

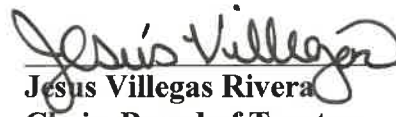
None

Adjournment

Trustee Phillips adjourned the meeting at 5:29



Dr. Joyce Loveday
President
College District Twenty-Nine



Jesus Villegas Rivera
Chair, Board of Trustees
College District Twenty-Nine