



**HIGHLINE COMMUNITY COLLEGE  
COMMUNITY COLLEGE DISTRICT 9  
Des Moines, WA**

**MINUTES OF BOARD OF TRUSTEES' MEETING**

**November 17, 2011**

**STUDY SESSION**

*The Study Session was called to order at 8:10 a.m.  
Executive Session was announced at 8:10 to discuss the performance of a public employee.  
Executive Session was adjourned at 9:10 a.m. Study Session continued with the following  
topics:*

*Year-end Financial Report  
First Quarter Financial Report  
Update on ACCT  
Update on TACTC Meeting of November 14  
Governor's Budget Proposal  
The Study Session adjourned at 10:05 a.m.*

**MEETING**

**Call to Order**

The meeting was called to order at 10:15 a.m. by the Chair of the Board of Trustees, Ed Davila.

**Roll Call**

All Members Present: Ed Davila  
Debrena Jackson Gandy  
Dan Altmayer  
Bob Roegner

Attorney General Representative: Tom Angier  
Bruce Marvin

Board Chair, Ed Davila, noted that all members of the Board of Trustees were present.

**Approval of Minutes**

A motion was made by Bob Roegner and seconded by Debrena Jackson Gandy to approve the minutes for the regularly scheduled meeting of September 22<sup>nd</sup>, 2011. The motion passed.

***Correspondence***

President Bermingham explained his role as plenary presenter at the US-Indonesia Higher Education Summit on October 31 in Washington, DC. He had received a letter from the US Department of Education in appreciation for his participation at the Summit. Dr. Bermingham hoped this summit would provide further efforts toward potential partnerships with Indonesian institutions in educational exchange opportunities.

Dr. Skari was recognized at the Council for Resource Development (CRD) Conference for her expertise through her research dissertation regarding community college alumni. Their recent newsletter highlighted Lisa's ground-breaking research in their top article. Dr. Bermingham congratulated Dr. Skari on her success.

Dr. Bermingham recognized Dan Altmayer for his assistance at CRD and the many State and legislative visits that he made with him in order to gain support for Highline's programs. Dan also participated in a panel presentation at the October ACCT conference in Dallas along with Kirkwood Community College. The presentation was entitled, "Why Community Colleges need to support Global Education." Dan did an excellent job and spoke not only to the substance of the presentation but also as to how it aligned with the larger policies and the mission of community colleges. This message continues to speak to the importance of the role of Trustees in our institutions.

### **Approval of Minutes**

It was noted by Tom Angier, AAG, that the approval of the minutes of the October 20<sup>th</sup> Board of Trustees' Meeting had been overlooked. A motion was then made by Bob Roegner and seconded by Dan Altmayer to approve the minutes for the regularly scheduled meeting of October 20, 2011. The motion passed.

### ***Standing Reports***

#### **Associated Students of Highline Community College**

Zoey Myagmarjav reported.

- Zoey remarked that Highline now has 41 different clubs active in their respective associations.
- Two campus-wide events are now scheduled in February: The TET festival and Knowledge Week. Zoey said further details on those events will be announced in the future.
- The First Friday leadership Winter Leadership Training was held in Bainbridge, and 56 students attended the leadership training.
- Zoey hoped that all would attend the student legislative breakfast which is scheduled for Tuesday, November 22<sup>nd</sup> at 7:30 am. All students, faculty, staff, and Trustees are welcome to attend.
- There will be a meeting this afternoon to build awareness of social justice issues in connection with Occupy Seattle. Angi Caster, Darryl Brice and others from CWU will lead the conversation.
- Zoey reminded everyone of the 50<sup>th</sup> anniversary celebration student leadership reunion event to be held on December 20<sup>th</sup>.

#### **Washington Public Employees Association**

Gum-Lai Ross and Gerald Jackson, Chief Job Representatives reported.

- Gum-Lai Ross explained the recent changes in the makeup of the WPEA representatives. She explained that there will be some rotation in representatives making the reports to the Board of Trustees.
- Administration was recognized and thanked for continuing to support professional development for classified staff employees during these economic times.
- During the December 15 Annual Faculty and staff winter luncheon, raffle tickets will be sold for the raffle which will be held to support the Des Moines Food Bank.
- The next brown bag meeting of WPEA will be held on November 30<sup>th</sup> on campus.

## **Highline College Education Association**

Ruth Windhover reported.

- Ruth explained that elections have been completed for HCEA and she will continue in her current leadership role. Other leadership positions are: Alan Walton, Vice President, and Chief Negotiator, Ben Thomas, Secretary, and Bob Bonner, Treasurer.
- HCEA will soon be hosting an on campus information session.
- In context of the current economic situation, and offering her apologies to Dr. Bermingham, Ruth suggested she would like to provide a short history lesson! She remarked about the life of Frederick Jackson Turner, who wrote about the concept of the closing of the US frontier in the 1890s. His thoughts reflected upon the impact on individuals as they moved west seeking greater independence and providing an individualistic dynamic later seen as an Americanism. Ruth explained these ideas could be seen as “self-interest in action” which could have a parallel impact in today’s environment. She said that as the burden of pain shifts from our current economic condition more and more onto the student population through increased tuition and as a heavier burden is placed on faculty trying to continue to do more with less, we might also similarly see that faculty will begin to ask why they should continue to work hard to make sure that others succeed. She closed her remarks by thinking that it might be appropriate to aspire to be part of the 1%. She hoped that when the economy turns around, there will be an ability to continue to recruit quality faculty at two-year institutions.

## **Faculty Senate**

Buzz Wheeler reported.

- Buzz explained that this was the first report from Faculty Senate this fall, as the Senate did not convene its first meeting until October.
- The Faculty Senate passed a proposal brought forth from the Deans relative to the grade of “D” as a 1.0. This brings Highline in line with others in the Inner College Relations Commission, as previously, Highline had a different standing.
- Buzz also explained that the Senate often was an advocate for other academic issues. They may not be the body to resolve these issues, but they do gather information that may or may not be forwarded on to other councils or individuals, as appropriate.
- The Fall FACTC (Faculty Association for Community and Technical Colleges) meeting was held at Shoreline which was attended by Rod Fowers. Rod reported to Buzz that his impression after the meeting was that faculty at Highline were in a much better situation than faculty members at other community and technical colleges around the State. Discussions were held at this meeting on efficiency standards and prior learning assessments. As these issues have been under discussion for some time at Highline, it seemed that the college has held early engagement on several statewide issues.
- Buzz expressed his appreciation to President Bermingham and the administration for their efforts to keep the faculty advised of issues related to academic situations of concern.

## **HCC Foundation**

Rod Stephenson reported.

- Rod was pleased to announce a new member of the Foundation, Chad Meadows, of KeyBank. KeyBank recently made a generous donation in support of the whale display for the MaST.
- Mailers have been sent out for this year’s donation drive.
- The Foundation held a retreat on November 16<sup>th</sup> to develop strategic plans for the next five years.

- A phone Thank-a-Thon will be held from 5:00 to 9:00 pm later in December. This is spearheaded by the Honors leadership committee and several thousand calls will be made during that 4-hour time period. There is a script for the callers to follow. Thanks go to Lisa for facilitating this effort.

## **Board Report**

### ***Communicating with our Constituencies***

Dr. Lisa Skari explained that the Institutional Advancement Division includes communications, marketing and many outreach activities. She expressed that this report would allow an opportunity to see how Highline connects and communicates with many different constituencies and an overview of the activities involved in influencing community perceptions. Dr. Skari then introduced Jason Prenovost, Director of Marketing, and Rashad Norris, Director, Outreach Services.

Jason began a PowerPoint presentation by offering an overview of the organizational structure of Institutional Advancement and its divisions, including Communications and Marketing, Outreach, Resource Development, Web Development, and the Print Shop. He indicated the goals are to affect community perceptions and generate resources. Of course the overall mission is to foster student success.

The focus of Communications and Marketing involves the following:

- Marketing
- Publications
- Advertising
- Social Media
- Media Relations
- Community Relations
- Brand Management
- Compliance
- Forms / Stationary Management
- Special Projects

Outreach Services provides:

- Liaison for/to the community & Highline
- Events
  - On Campus
  - Off Campus
- Tours/Visitations

Jason quoted the American Marketing Association in its 2007 statement which described the process, “Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” He discussed the seven “Ps” as product, place, price, promotion, physical facility, people and process as the basis for a conception in developing a plan.

Rashad Norris continued the presentation with a description of Outreach Services and the importance of connecting with people of all ages and demographics. He described his experiences with elementary and middle school students and how important it is for young students to connect with the idea of success and seeing education as an opportunity that can be a pathway for each of them.

Rashad explained his philosophy of R.A.C.E, based upon focusing on:

- Relationships
- Accessibility
- Consistency
- Empowerment

He further explained his interest in making sure that Highline continues to return to local K-12 schools again and again, as relationship building is a key factor for populations that Highline serves. He added that the new economic reality has brought 2-year institutions more and more into the conversation of the educational marketplace, and is a great alternative for many who cannot afford the higher tuition rates at 4-year institutions.

Board Chair Ed Davila congratulated both Jason and Rashad for their work in being proactive in the community.

## **Area Reports**

### **Institutional Advancement**

Lisa Skari reported.

- Lisa offered thanks to her entire team. She praised their talents and creativity.
- Everyone wished Jason the best of luck for the upcoming soccer games.

### **Instruction**

Jeff Wagnitz reported.

- Jeff wished to reflect on comments made by Ruth Windhover and Buzz Wheeler. He indicated that the degree of collegiality that they talked about was much appreciated, and that the compliment needed to be returned to the faculty for their equally collegial approach to our current situations.
- Jeff recognized Dean Alice Madsen for her herculean efforts on the Egyptian program. More than 40 faculty and staff members dedicated a great deal of time and effort toward the success of this program.
- He also agreed with Buzz on the efforts that Highline has already put forth on Prior Learning Assessment and appreciated the faculty support on this endeavor.
- The Medical Assisting program has received accreditation. This is a 72-credit credential which is nationally recognized.
- Jeff also congratulated Tara Mahaffey, who has been an intern at Seattle Children's and has participated as a researcher in the pediatric intensive care unit. She will be presenting at a nationally recognized conference in Florida, which is a great honor.
- A number of faculty members deserve recognition for their work on Green Week, including Kevin Stanley, Lonnie Somer, Woody Moses, and Heather Price.

### **Administration**

Larry Yok reported.

- Larry mentioned that as a follow up to the Master Plan CD which was distributed in the Study Session, he would provide a hard copy to any who might wish to have one. This document has been submitted to a number of city entities, and allows Highline to engage with other municipalities. Though the campus has been at its current location for 47 years here in Des Moines, it remains zoned as residential which requires a variance when building projects are initiated.
- Highline is reviewing widening 236<sup>th</sup>. This is the road near the Baskin Robbins and would have a beneficial impact on traffic patterns.

## **Student Services**

Toni Castro reported.

- Toni recognized the special relationship that Highline has had with Seattle University and their Student Affairs program. It is one of the few universities providing a degree program in student affairs theory. Highline's Best Practices have been noted, and recognized as having an impact for students in navigating the college environment, and how student affairs practitioners have an impact on student success. She said that Highline continues to strive to provide a breadth of opportunities for personal and educational development for all students at the college.
- Toni also thanked all those who assisted in making the presentation of Dave Zirin and John Carlos such a success. More than 300 people attended, and 174 books were sold through our bookstore. Tweets went out expressing that Highline should be xeroxed across the country!

## **President's Remarks**

President Bermingham expressed his sadness at having to make a very somber announcement regarding a tragic incident against a Highline student. In an extraordinarily senseless act, Jayme Thomas was shot and killed in the Redondo area on November 5. The Executive Staff joined him in a letter of condolences to her parents which included many notes to the family from Jayme's classmates.

Highline students will host a legislative breakfast next Tuesday morning at 7:30 am. This is an important event and a great opportunity for both students and local legislators. It is also a chance for legislators to hear the students' concerns. They do a great job of advocating for the college.

Dr. Bermingham thanked all those who participated in the "Go to College Day" event in October. This participation can provide a good sense of what the college really looks like and how the faculty interact with the students, as well as familiarity with support services at the College.

## **New Business**

Board Chair Ed Davila offered a background to some unscheduled business. During August, the Board members held a retreat to review Board Practices which had not been updated in several years. The Board has reviewed the current documents over the last couple months, and Dr. Davila called for a motion to adopt the updated versions. Bob Roegner then moved to adopt the updated versions of the Board Practices and the motion was seconded by Debrena Jackson Gandy. It was noted by Dan Altmayer that a typographical error should be corrected. With that notation, the motion was passed.

A copy of the updated Board Practices is on file in the Office of the President.

## **Adjournment**

The meeting was adjourned at 11:58 a.m.

## **Next Regularly Scheduled Meeting of the Board of Trustees**

The next regularly scheduled meeting of the Board of Trustees will be on December 15, 2011.

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Ed Davila, Chair

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Jack Bermingham, Secretary