MINUTES OF BOARD OF TRUSTEES’ MEETING

April 12, 2012

STUDY SESSION

The Study Session opened at 8:03 am and the following topics were discussed:
- Accreditation Update
- Plan for Revision of the Mission Statement to Align with Core Themes
- Timeline for Public Hearing for the Revision of Highline’s WAC
- Student Leadership
- Budget and Legislative issues
- Updates from WACTC and TACTC
- The Study Session adjourned at 9:59 a.m.

MEETING

Call to Order
The meeting was called to order at 10:09 a.m. by the Chair of the Board of Trustees, Ed Davila.

Roll Call
Present:
- Ed Davila
- Debrena Jackson Gandy
- Dan Altmayer
- Bob Roegner
- Fred Mendoza

Attorney General Representative: H. Bruce Marvin

Approval of Minutes
A motion was made by Dan Altmayer and seconded by Debrena Jackson Gandy to approve the minutes of the regularly scheduled meeting of February 9, 2012 with one correction on page 3 to include the department listing of Mathematics for probationer Razmehr Fardad. The motion passed.

Motions were made and seconded to approve the minutes for the Special Meeting of the Board of Trustees for March 1, 2012, and March 20, 2012. The motions passed. Board Chair Ed Davila thanked the Trustees for their time and support for the faculty.
A motion was made by Debrena Jackson Gandy to approve the minutes of the Special Meeting of March 7, 2012 and seconded by Fred Mendoza. The motion passed. Board Chair Ed Davila noted that the purpose of this meeting in executive session was to review the performance of the President. He noted the numbers of activities on President Bermingham’s schedule which reflect his presence in the community as well as his responsibilities on campus. Dr. Davila noted he had done an outstanding job during the 50th anniversary year of the College.

**Correspondence**

President Bermingham stated that Fred Mendoza had joined him in attending the April 5 meeting of the Des Moines City Council at which he gave a short presentation on the economic impact of the college on the community. The Council also passed a proclamation in honor of Highline’s 50th Anniversary which was read aloud. He noted that many of the Council members expressed positive remarks about the College and its programs. Board member Fred Mendoza added that it might be a great time to have the comprehensive plan passed as well.

**Standing Reports**

**Associated Students of Highline Community College**

Thuy Nguyen reported.

- Thuy stated that DeLon Lewis has been named the Speaker of the Caucuses.
- The Center for Leadership and Service will be recruiting students this month for next year.
- The Student and Activities Budget Committee is soon wrapping up the budget and will present it to the Board during the May meeting’s study session.
- The Annual Hip Hop Summit will be held on Friday, April 13th.
- The Voice Academy will meet next month to discuss the legislative white paper for next year.

**Washington Public Employees Association**

No report was presented from WPEA.

**Highline College Education Association**

Ruth Windhower reported.

- Ruth explained that as a follow up to the budget discussion in Study Session, she agreed the supplemental budget was not as bad as it could have been. She thanked the efforts of the WEA who played a large role in the process.
- Ruth said that she appreciates the support of the administration and the Board of Trustees for their support in approving the Memorandum of Agreement between the College and the HCEA. The faculty will now have the opportunity to apply for a promotion through 2015. No faculty increments have been available for the last several years. She thanked Dan Altmayer for the mention of support through taxation for higher education and the K-12 system.
- Ruth noted her recent experience at a labor conference at Hunter College. She said there was general agreement that funding levels would never return to previous levels. She added that the public is concerned about the support for community and technical colleges. Highline has a good reputation and she expressed her pride in the College and was thankful of the mutually supportive relationships that are felt across the campus.
Faculty Senate
Buzz Wheeler reported.

- Buzz recalled that it is the time of year when one half of the Faculty Senate membership ends their term, and elections begin for their replacements.
- The main topic of the recent Senate meeting reverted back to grading policy practices and their alignment with the catalog description and also in alignment with other institutions. The decision to eliminate the .1 to .6 grade reporting is complete and grades will begin reporting at the .7 level. Buzz explained that they were attempting to align the language to eliminate confusion, especially when students have previously received grades at the level of under .7. This has been a philosophical discussion in how to reconcile a student’s effort with recording value. Buzz thanked Dean Rolita Ezeonu who has compiled data on these students at HCC and other colleges around the State, and Financial Aid has been looking at the impact. The Senate agreed upon the proposal which will not recognize any grade below .7. There will be involvement on many levels to communicate this process back to all faculty and students.

HCC Foundation
Rod Stephenson reported.

- Rod said the foundation has a new member, Matt Cohen, of Starbucks.
- The formal “Unveiling of the Whale” was a great success and came in on budget. Currently, the whale exhibit has attracted 2000 visitors and in the first weekend over 600 people attended.
- Rod distributed a photo of a large garden chair which will be an auction item at the Gala. In working with Lance Gibson, they have identified 5 people from the first class of 1961 who will be in attendance at the event. Hopefully, there will be 50 scholarships funded. President Bermingham will announce a special match for the Gala.

Action Item a.

Action Item a. Approval of date of Public Hearing for WAC Code Revisions.

Trustee Bob Roegner moved to approve the date of June 7, 2012 at 3:00 pm as the date and time designated for a Public Hearing to accept testimony on the revisions to Highline Community College Washington Administrative Code. Fred Mendoza seconded the motion. The motion passed.

President Bermingham explained that this hearing would offer an opportunity for the campus and the community to comment on the proposed revisions to the Administrative Code. He added that many of these procedures were already policy procedures at Highline and this would formalize the process. Trustee Mendoza has agreed to officiate at the hearing and written and oral testimony will be taken. The Board will then take the revisions under consideration and it is expected that the Board may take action on any and all revisions they deem appropriate at the July meeting. The Hearing will be held in Building 2 on June 7.

Action Item b.

Action Item b. Approval of proposal for revision of College Mission Statement.
Dan Altmayer prefaced the motion regarding the Mission Statement by explaining that the accreditation process has changed a great deal so there is a bit of a learning curve in reviewing standards and policies. Trustee Altmayer then moved to adopt the following draft mission statement as a statement that explicitly reflects the core themes:

As a public, two-year institution of higher education serving a diverse community in a multicultural world and global economy, Highline Community College promotes student learning and achievement, integrates diversity and globalism throughout the college, sustains valuable relationships within its communities, and models sustainability in human resources, operations, and teaching and learning.

He further added that the Board adopt a timeline in which a revised formal mission statement consistent with the core themes will be approved by April 2013. The College's Administration and the Board will consult with campus and community stakeholders over the next twelve months in a manner that reflects the College's long-standing shared governance practices in order to finalize the mission statement.

The motion was seconded by Bob Roegner. The motion passed.

Board Report

What are the Community Perceptions of Highline Community College?

Vice President Lisa Skari explained that the College had undertaken a community perception survey in the late fall and a plan was in place to replicate the study every five years. This survey was conducted by phone through Hebert Research and consisted of a random community sample of 798 responses from community and business leaders, high school students, and current Highline students. Dr. Skari began the presentation by posing the following questions:

- How did we assess community perceptions?
- What is our brand awareness?
- What do people think?
- What has changed?
- How will we use this data?

Dr. Skari discussed the concept of brand awareness in market research and differences between unaided recall, aided recall, and familiarity. Highline received the second highest frequency of first-mentions behind the University of Washington. The College demonstrated a relatively strong level of first mentions compared to all other schools (besides UW.) Also, Highline increased its awareness, moving from the 3rd most mentioned school to the 2nd most mentioned school among Business/Leaders from 2004 to 2011 while remaining the same in other categories.

In comparing some results from an earlier survey in 2004, the following notes were presented:

2004
- Generally as a good school about which they have heard positive comments from their friends some of whom attended Running Start
- A good start for students who are not quite ready for a 4-year school or need to make up work
- Easier than a 4-year school
2011
- Highline Community College students are intelligent, but cannot afford a four-year university
- Students are hard working and motivated towards earning their collegiate education
- The high school seniors had mostly great things to say about the students at Highline Community College

In closing, Dr. Skari mentioned that Highline had strong brand awareness and a very positive image. It seems to rank slightly better than other community colleges within the survey and holds an unusually high level of student satisfaction. Focus on marketing for the future will include more messaging through technology and more messaging on career opportunities and the educational experience.

Area Reports

Administration
Shirley Bean reported for Larry Yok.
- Shirley explained that Vice President Yok was currently attending a Business Administration Commission meeting and was unable to attend the Board meeting.
- Shirley discussed Highline’s leadership role in reviewing the product, Tableau, as a mechanism for the Mission Fulfillment report.
- The Totem Pole is under reconstruction and has been taken off campus for protection during the process through the colder weather.
- The campus now has a mobile generator for use in emergencies.
- Shirley also noted that the ever popular goat herd will return to campus in May to assist in clearing unwanted vegetation.

Instruction
Jeff Wagnitz reported.
- Jeff noted that Faculty Member Michael Girvin has been named by CWU for the Advancing the Dream Award.
- In late March, the cyber defense competition was held at Highline. 11 teams participated and participants came from as far away as George Washington University. The UW did win the competition, however the fact that Highline as a community college competitor did well, is high praise. Boeing, Microsoft, and the Navy Group were sponsors. Jeff recognized faculty member Amelia Phillips for coordinating this exceptional event.
- Another recent event at Highline was the Science Olympiad with 400 middle and high school students participating. This was a Western Washington regional event and special thanks go out to Rich Bankhead, Judy Mannard, Eric Baer, Rolita Ezeonu, and many others for their efforts on this competition.
- There will be a presentation in May on JumpStart which is a great model for early education opportunities in which college students are trained to help younger students.

Student Services
Toni Castro reported.
- Toni wished to recognize Yoshiko Hardin and the rest of the Unity Week Committee for their dedication to producing a great program this year that will be held during the week of April 23rd. Co-sponsors of the event include Women’s Programs, the Center for
Leadership and Service, LGBTQI, and Conference Services. The full program is available at the College website.

Institutional Advancement
Lisa Skari reported.

- Lisa wished to publically thank President Bermingham for his efforts on the GALA this year. The fundraising with a match will provide tremendous benefits for students.
- Lisa shared the newspaper announcement which will go into the Seattle Times recognizing the work of the Community and Technical Colleges through the Seattle Times Greater Good Campaign.
- She also thanked the Board of Trustees, President Bermingham and her colleagues for their support through her doctoral process. Lisa has now published an article in the Community College Journal which highlights her dissertation research.

President's Remarks

President Bermingham noted that he looked forward to the April 28th Anniversary Gala and thought that it would be capstone event during the 50th Anniversary festivities. He thanked the Board members for all their efforts during the legislative session for their interactions with legislators and their advocacy of the College through phone calls and many in-person visits.

A reminder was made for all those who had not yet seen the whale skeleton exhibit at the MaST to take advantage of this unique exhibit which provides significant visibility of our institution's impact on the greater community. President Bermingham announced the upcoming Black and Brown Young Males Summit with John Carlos as a keynote speaker on April 14. The concept of this event was born out of the Achieving the Dream initiative as a way to further engage young students more efficiently.

President Bermingham again thanked Fred Mendoza for attending the Des Moines City Council meeting and supporting the College in the Community. He expressed his sincere thanks to Chair Ed Davila and all the Trustees for their generous comments on his evaluation.

New Business
None.

Adjournment
The meeting was adjourned at 11:45 a.m.

Next Regularly Scheduled Meeting of the Board of Trustees
The next regularly scheduled meeting of the Board of Trustees will be on May 10, 2012.

Ed Davila, Chair

Jack Bermingham, Secretary