

The Board of Trustees of Everett Community College met on November 19, 2008 at 5:00 p.m. in the Olympus Board Room at Everett Community College.

President's Update

○ **College Advancement / Marketing update**

John Olson, Interim VP for College Advancement and Katherine Schiffner, Media and Communications Coordinator presented to the Board that for several years the campus community has recommended funding for more marketing of the College in the community and on campus. These recommendations have been in response to an overall desire to upgrade the image of the College. A marketing package was prepared and approved in Spring 2008. Over the summer, staff members began work on the activities that are designed to better establish our brand.

The Board approved \$60,000 in the 2008-09 budget to help fund many of the initiatives in this package. Jenny Zuvella was hired with College Advancement funds to work as the marketing specialist in concert with Katherine Schiffner, Manja Schultz, and Tina Manwell.

Activities to date include:

- EvCC's first television ads
- Expansion of the award-winning Because You ad campaign
- Purchasing car clings with EvCC's logo for current and prospective students, faculty, staff, administrators and community supporters
- Reprint of Snapshot, a short overview about the college, for use in communicating to external audiences
- Providing more frequent updates to the EvCC website, expanding its use as a marketing tool, such as more timely web scroller items and direct ties to ongoing advertising campaigns.
- Increased advertising in the Snohomish County Business Journal from six months to nine months, from a quarter page to a half page
- Creation of a Communications Toolkit for faculty, staff, and administrators posted on EvCC's Intranet featuring information to help the campus communicate about EvCC's programs and services.
- Customized marketing plans for four programs of emphasis and marketing dollars for each program
- Increased distribution of the Class Schedule via a vendor who distributes the credit schedule to more than 100 locations throughout Snohomish County. Continuing Education also uses this system

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Roll Call

Present for the meeting were trustees Tom Gaffney, James Shipman and Gene Chase. Also present were President David Beyer, Assistant Attorney General Scott Majors Recording Secretary Cheryl Blackburn, Faculty Representative Tom Gaskin, Classified Representative Manja Schultz, Student Representative Sarah Sandford and 19 faculty, staff, administrators and students.

Approval of Minutes

Vice Chair James Shipman asked if there were any corrections, additions or deletions to the minutes from the October 15, 2008 Board meeting.

MOTION 01-11-2008 Tom Gaffney moved for approval of the minutes from the October 15, 2008 Board meeting. Gene Chase seconded the motion and the motion passed unanimously.

Reports

Student Representation

Sarah Sandford introduced Jocelyn Golea, Student Vice President of Administration. She also reported that they have been working on the senate goals with Rich Haldi as their consultant and will be presenting them to President Beyer after they are finalized. Jingle Jam will be held on December 3rd in the MPR and there will also be a holiday tree decorating contest. The Health and Wellness Fair will be held tomorrow, November 20th and the Programs Board will be sending out a calendar listing future campus activities. Twenty-five clubs participated in the Halloween event which was fun for everyone. Both the women and men cross county teams placed second at NWAAC cross country championships.

Classified Representative

Manja Schultz reported that classified staff are feeling the strain and are nervous about the impacts that the current economic times will have on their job and family. She thanked President Beyer for his continued outreach and open communication with all campus community. In prior budget cuts many classified staff felt the impact when positions were not always filled, creating larger workloads for others. They look forward to working with the budget development process so they can assist in developing new ideas and avenues to explore.

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Faculty Representative

Tom Gaskin reported to the Board that with all the discussions around the economy and pending cuts in budgets with possible loss of positions in staff, faculty and administration there is a great need to work together and keep communication open. There will be many tough decisions ahead. He has also been working with committee chairs to make sure that process continues to work smoothly. The process continues on the evaluation of associate faculty which is not running to smoothly but they continue to work things out. Trustee James Shipman stated that the Board was glad to have Tom as the AFT President during these tough times and that the leadership of the union and the Board cares about what is best for the College and will continue to work together through the difficult challenges ahead.

Review and Take Action on a Faculty Tenure Recommendation

Dottie Krzyzanoski, Interim VP of Student Services presented to the Board that Per Section 10.100 of the faculty contract:

The appointing authority shall provide for the award of faculty tenure following a probationary period not to exceed nine (9) consecutive quarters, excluding Summer Quarters and approved leaves of absence. Provided, the appointing authority may award or withhold tenure at any time, after it has given reasonable consideration to the joint recommendations of the appropriate review committee and the District President. The probationer shall be deemed to have been awarded tenure if no official notice is sent to the probationer by the last day of the probationer's eighth probationary quarter. The probationary period may extend in accordance with RCW 28B.50.852.

Dottie presented that one probationer, Janice Lovelace, who is in her eighth probationary quarter, is being recommended for tenure by her Appointment Review Committee:

MOTION 02-11-2008

Gene Chase moved that the Board of Trustees, after having given reasonable consideration to the recommendations of the Appointment Review Committee, grant tenure to Janice Lovelace. Tom Gaffney seconded the motion and the motion passed unanimously.

Center for Corporate and Continuing Education Business Plan

John Bonner, Executive Director for Corporate Training, presented to the Board that the Corporate Training/Continuing Education has completed a comprehensive business plan and seeks funding to launch its corporate training initiative. The initiative expands the college's capacity to meet community, business and industry training needs throughout all of Snohomish County and significantly increases cash flow to the institution.

The request is for a one-time start up funding of \$52,650. All other financial and staffing needs will be met through self-support revenue generated by the successful implementation of the initiative. Anticipated results would be:

1. Increased institutional capacity to innovate and respond in meeting community, business and industry workforce training needs.
2. Increased cash flow to the institution through the development of a sustainable and expanding profit center.
3. Increased exposure and recognition for the institution as a critical industry and community partner, which in turn
 - positions the college to drive workforce development discussions
 - helps cultivate and build ‘active’ CEO-level partnerships
 - enhances major gifts campaign and advancement efforts

MOTION 03-11-2008 Gene Chase moved to approve allocation of \$52,650 for one time funding. Tom Gaffney seconded the motion and the motion passed unanimously.

Review and Adoption of College Ethics Policy

Jennifer Howard, Associate VP of Human Resources presented to the Board that the EvCC Ethics Policy was in the process of being revised over the last years. No final product had been approved. The State Ethics Board considered and formally approved the EvCC policy at their meeting on November 14, 2008.

MOTION 04-11-2008 Tom Gaffney moved to adopt the EvCC Ethics Policy as written. Gene Chase seconded the motion and the motion passed unanimously.

Status Report of Summer and Fall Enrollment

Christine Kerlin, VP of Enrollment Services presented fall enrollment as of the end of the 10th day. Headcount and FTE was about 3% ahead of last fall. Some of that increase was due to increases in Running Start and international, continuing students are strong, and increase in students participating in the 20-40 payment plan.

Review and Take Action on Fund Balance Policy

James Shipman, Trustee Vice Chair presented that the Board of Trustees has established a goal of an 8% operating reserve which is equal to approximately one month’s operating expenses. The purpose of this action is to formalize the goal and to move fund balance equal to 8% of the initial operating budget to a Board Restricted category. The Board is asked to approve Resolution 2008-11-01 establishing a fund balance equal to 8% of the operating budget.

MOTION 05-11-2008 Tom Gaffney moved to approve Resolution 2008-11-01 establishing an operating reserve of 8% of the initial operating budget. Gene Chase seconded the motion and the motion passed unanimously.

Review the General Fund Operating Budget Report for Fiscal Year 2008-09 Operating Budget and Take Action on Amendments to the General Fund

Tom Harker, Interim VP of Administration reviewed the General Fund Operating Budget report for the current fiscal year through October 31, 2008. Revenues continue to move ahead of last year and expenditures are in line.

He presented amendments to the General Fund operating budget which are the result of new allocations from the State Board for Community & Technical Colleges for the initial allocation for Maintenance and Operations funds in support of Gray Wolf Hall/ELC in the amount of \$69,300, increases in the NSIS enrollment of 89 FTE in the amount of \$560,700 and 2 FTE for Transfer High Demand enrollments in the amount of \$17,500.

MOTION 06-11-2008 Tom Gaffney moved to approve Resolution 2008-11-02 Amendment of the 2008-09 Fiscal Year Operating Budget. Gene Chase seconded the motion and the motion passed unanimously.

Adjourn

Meeting adjourned at 6:30

James Shipman, Vice Chair
Board of Trustees

David N. Beyer, Secretary
Board of Trustees