



**BOARD OF TRUSTEES
Meeting Agenda**

Wednesday, February 8, 2012, 2:00 p.m.

Laidlaw Center Boardroom, #143

237 W. Kellogg Road
Bellingham, WA 98226

MEMBERS:

- **Steve Adelstein**
Chair
- **Barbara Rofkar**
Vice Chair
- **Sue Cole**
- **Chuck Robinson**
- **Tim Douglas**

- I. Call to Order
- II. Strategic Conversations
 - International Programs – Building on Success, Planning for Growth – Kelly Kester, Director of International Education (*Goal 1: Expand opportunities for students to achieve their potential*)
- III. Consent Agenda (Calendar)
 - a. Minutes of January 11, 2012 Board of Trustees Meeting (Attachment A)
- IV. Board Action
 - TAB A – Proposed Academic Calendar for 2013-14 (2nd reading, action item)
- V. Mission Fulfillment Review – Ron Leatherbarrow, Vice President for Instruction; Anne Marie Karlberg, Director for Instructional Research and Assessment; and Ed Harri, Division Chair and Faculty.
- VI. Report from the President
- VII. Reports
 - ASWCC – Laura Hansen, President
 - WCCFT – Wayne Erickson/Kim Reeves, Co-Presidents
 - WFSE – John O’Neill, Representative
 - Administrative Services – Interim Vice President Nate Langstraat
 - Educational Services – Vice President Trish Onion
 - Instruction – Vice President Ron Leatherbarrow
 - Advancement/Foundation – Anne Bowen, Executive Director
- VIII. Discussion / Items of the Board
 - TACTC Debrief
- IX. Public Comment
- X. Executive Session
 - Discussions on (b) ..real estate and (g)...collective bargaining
- XI. Adjournment

If you are a person with a disability and require an accommodation while attending the meeting, please contact the President’s Office at 360.383.3330 (or TDD 647.3279) as soon as possible to allow sufficient time to make arrangements.

**NEXT MONTH’S
MEETING REMINDER
Wednesday,
March 14, 2012**

***The Board of Trustees may adjourn to an Executive Session to discuss items provided for in RCW 42.30.110 (1):**

- (b) to consider the selection of a site or the acquisition of real estate by lease or purchase...;
- (c) to consider the minimum price at which real estate will be offered for sale or lease...;
- (d) to review negotiations on the performance of a publicly bid contract...;
- (f) to receive and evaluate complaints or charges brought against a public officer or employee...;
- (g) to evaluate the qualifications of an applicant for public employment or to review the performance of a public employee...; or as provided in RCW 42.30.140 (4)(a), to discuss collective bargaining
- (h) to evaluate the qualifications of a candidate for appointment to elective office...;
- (i) to discuss with legal counsel representing the agency matters relating to agency enforcement actions... or... litigation or potential litigation...



CONSENT AGENDA

- a. Minutes of January 11, 2012 meeting of the Board of Trustees (Attachment A)

SUGGESTED RESPONSE

The chair reads out the letters of the consent items. Then the chair states: “If there are no objections, these items will be adopted.” After pausing for any objections, the chair states, “As there are no objections, these items are adopted.”



MINUTES
BOARD OF TRUSTEES MEETING
Laidlaw Center Board Room
Wednesday, January 11, 2012
12:00 p.m.

CALL TO ORDER Chair Steve Adelstein officially called the meeting to order at 12:01 p.m. Present were trustees Barbara Rofkar, Sue Cole, Chuck Robinson, and Tim Douglas, constituting a quorum. Others present were President Hiyane-Brown; Ron Leatherbarrow, Vice President for Instruction; Patricia Onion, Vice President for Educational Services; Nate Langstraat, Interim Vice President for Administrative Services; Linda Maier, Dean for Workforce Education; Anne Bowen, Executive Director for Advancement and Foundation; Lisa Wochos, Assistant Attorney General; Kimberly Reeves, WCCFT Co-President; John O'Neill, WSFE representative; and Keri Parriera, Executive Assistant to the President.

STRATEGIC DISCUSSIONS

➔ Work Session Luncheon – 12:00 – 12:30 p.m.

➔ Work Session – 12:30 – 2:00 p.m.

Achieving the Dream—Our First Exciting Steps (Goal 1: Expand opportunities for students to achieve their potential, and Goal 2: Strengthen the culture of learning) - members of the ATD core team

The Achieving the Dream core team was introduced which included Vice Presidents Trish Onion and Ron Leatherbarrow; Anne Marie Karlberg, Director of Intuitional Research and Assessment; Bob Winters, Division Chair and Faculty; Ed Harri, Division Chair and Faculty; Heidi Ypma, faculty; and Kim Struiksma, Program Support.

Highlights of the elements of our AtD planning year were presented to the Board through a PowerPoint presentation. The fundamental purpose of the Achieving the Dream program is to provide a catalyst to obtain data about our students. This data will be analyzed to provide an impetus for improving student success in their completion of degrees and certificates. Achieving the Dream helps to develop a culture of evidence.

CONSENT AGENDA

➔ **Consent Agenda (Calendar)**

b. Minutes of December 14, 2011 Board of Trustees Meeting (Attachment A)

c. Proposed Fall Quarter 2011 Graduates (Attachment B)

Chair Adelstein stated: "If there are no objections, these items will be adopted." As there were no objections, **these items were adopted.**

ACTION

➔ **TAB A – Proposed Academic Calendars for 2012-13, 2013-14, 2014-15 (1st reading, possible action)**

Trustee Time Douglas moved to approve the academic calendar for 2012-13 with revisions identified to alleviate the conflict with the Yom Kippur observance dates. The motion was seconded by Trustee Chuck Robinson and the **motion was approved unanimously**. The 2013-14 and 2014-15 calendars were tabled for future action.

PRESIDENT'S REPORT

➔ President Hiyane-Brown shared a thank you letter from Patricia Denga, who is the Board's nomination for the TACTC Transforming Lives Award. Ms. Denga was in attendance, and was introduced to the Board. The President announced that Patricia was selected as one of the five

Consent Agenda item a

awardees. Additionally, it was shared that Patricia is also one of two representatives from Whatcom to the All Washington Academic Team. Many congratulations were shared with Ms. Denga.

- The publication, *International Educator*, (January- February 2012) contained an article on the skiing adventure of two of international students, Aaron and Michael, with their advisor, Iris Metzgen-Ohlswager. The article was shared with the trustees.
- President Kathi discussed a letter from WACTC to the State Board conveying that WACTC was not in support of local bond initiatives as a funding option, due to the inequality of individual districts to raise funds.
- The College's current Strategic Plan is binding through 2012. It is the administration's recommend that we implement the current Achieving the Dream initiative first, so that we have a clearer focus before we initiate a review of the Plan.
- The President reported on her recent communications with WWU and BTC administrators regarding allied health initiatives and international education. She also met with Nancy Steiger with Peace Health.
- President Kathi shared her interim administrative services area plan to meet the needs of the College through the budget process and the remainder of the academic year. A full recruitment for the Vice President position is planned for the spring.

REPORTS

- ASWCC –
 - Not in attendance
- WCCFT – Wayne Erickson and/or Kimberly Reeves, Co-Presidents
 - The faculty expressed their concern regarding the state budget, thus having no quantitative budget data to use as they begin the negotiation process.
 - Both Kim and Wayne welcomed Nate Langstraat to the negotiation table, and shared that the faculty are supportive of the interim appointments in Administrative Services that have been made.
- WFSE – John O'Neill, Representative
 - Nothing to report
- Administrative Services – Nate Langstraat, Interim Vice President
 - Nothing additional to report
- Educational Services – Trish Onion, Vice President
 - Vice President Trish Onion provided an enrollment update, which showed that enrollments are down 5.9% from the same point in time last winter. A large number of students continue to wait until the last days to enroll, primarily due to financial constraints. The College is investigating third party lender options to assist with tuition payment processes—something new to Whatcom, but used at other institutions in the system. Given this drop, WCC is still 25% ahead of enrollment from four years ago. There was a 9% drop in Running Start, probably due to the recent added regulations and form requirements. International Education is up 7%. Financial Aid awards are over \$5 million, which have more than doubled in two years.
 - Vice President Onion spoke about the transition in the ASWCC governance with the newly elected council members.

- Instruction Office – Ron Leatherbarrow, Vice President for Instruction
 - Vice President Leatherbarrow spoke about Instruction’s response to increased efficiency of class scheduling to offset the drop in enrollment.
- WCC Foundation – Anne Bowen, Executive Director for Advancement
 - Ms. Bowen shared additional information about the February 9th College Conversation with Chair Steve Adelstein interviewing Robert Fong at the home of Jim Swift.

ITEMS OF THE BOARD

- Information on the TACTC Winter Conference to be held in Olympia on January 22-23 was shared.

EXECUTIVE SESSION

The meeting was adjourned at 3:08 p.m. for a short break. The meeting reconvened into an Executive Session at 3:15 p.m. for approximately 20 minutes to discuss the selection of a site or the acquisition of real estate by lease or purchase, and to review the performance of a public employee. No action was anticipated. Guests included President Kathi Hiyane-Brown, Nate Langstraat, and Lisa Wochos.

The Executive Session adjourned at 3:40 p.m. and the Board reconvened into open session at 3:40 p.m.

ADJOURNMENT

There being no further business, the meeting was adjourned at 3:40 p.m.

Academic Calendar 2013-2014 - DRAFT Proposal

September 2013							October 2013						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
1	2	3	4	5	6	7			1	2	3	4	5
8	9	10	11	12	13	14	6	7	8	9	10	11	12
15	16	17	18	19	20	21	13	14	15	16	17	18	19
22	23	24	25	26	27	28	20	21	22	23	24	25	26
29	30						27	28	29	30	31		

November 2013							December 2013						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
					1	2	3	4	5	6	7	8	9
3	4	5	6	7	8	9	10	11	12	13	14	15	16
10	11	12	13	14	15	16	17	18	19	20	21	22	23
17	18	19	20	21	22	23	24	25	26	27	28	29	30
24	25	26	27	28	29	30	31						

January 2014							February 2014						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4							1
5	6	7	8	9	10	11	2	3	4	5	6	7	8
12	13	14	15	16	17	18	9	10	11	12	13	14	15
19	20	21	22	23	24	25	16	17	18	19	20	21	22
26	27	28	29	30	31		23	24	25	26	27	28	

March 2014							April 2014						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
						1			1	2	3	4	5
2	3	4	5	6	7	8	6	7	8	9	10	11	12
9	10	11	12	13	14	15	13	14	15	16	17	18	19
16	17	18	19	20	21	22	20	21	22	23	24	25	26
23	24	25	26	27	28	29	27	28	29	30			
30	31												

May 2014							June 2014						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14
11	12	13	14	15	16	17	15	16	17	18	19	20	21
18	19	20	21	22	23	24	22	23	24	25	26	27	28
25	26	27	28	29	30	31	29	30					

July 2014							August 2014						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5						1	2
6	7	8	9	10	11	12	3	4	5	6	7	8	9
13	14	15	16	17	18	19	10	11	12	13	14	15	16
20	21	22	23	24	25	26	17	18	19	20	21	22	23
27	28	29	30	31			24	25	26	27	28	29	30
							31						

Fall Quarter 2013

31-Aug	Labor Day Weekend - Closed
1-2 Sep	Labor Day Weekend - Closed
25-Sep	Quarter Begins
9-11 Nov	Veterans Day Weekend - Closed
27-Nov	No Classes - College Open
28-30 Nov	Thanksgiving Holiday Weekend - Closed
1-Dec	Closed
13-Dec	Quarter Ends
25-Dec	Christmas Holiday - Closed

Winter Quarter 2014

1-Jan	New Years Holiday - Closed
8-Jan	Quarter Begins
18-20 Jan	Martin Luther King Jr. Holiday Weekend - Closed
15-17 Feb	Presidents Day Weekend - Closed
18-Feb	Professional Development Day - Closed
28-Mar	Quarter Ends

Spring Quarter 2014

8-Apr	Quarter Begins
24-26 May	Memorial Day Weekend - Closed
20-Jun	Quarter Ends

Summer Quarter 2014

1-Jul	Quarter Begins
4-6 Jul	July 4th Holiday - College Closed
22-Aug	Quarter Ends

170 Total Faculty Contract Days

-  Quarter Begins
-  Quarter Ends
-  Holiday - College Closed
-  No Classes - College Open
-  Faculty Work Day - No Classes - College Open

Suggested Motion
 Move to approve the 2013-14 Whatcom Community College Academic Calendar as proposed.

Reports to the Board of Trustees For February 8, 2012 Meeting

➤ **ASWCC— Laura Hansen, President**

- On Saturday, January 28, the Executive Council held an orientation for its new members to acquaint them with the ASWCC by-laws and provide a brief leadership training.
- On Wednesday, February 1, the students will attend a Washington State Board for Community and Technical Colleges (SBCTC) student rally in Olympia to show student support for the funding of community and technical colleges in our state.
- Student Recreation Center survey is being written, and will be administered to all students at Whatcom Community College as soon as possible.
- Civics week planning has begun with the aim of encouraging students to vote, exercise their constitutional rights, and stay informed on political issues.

➤ **WCCFT—Kimberly Reeves, Co-President with Wayne Erickson**

- Negotiations are moving right along. The negotiating team is happy with the tone and collegiality of the process.
- We have continued concerns about the fiscal outlook and look forward to the legislation creating a budget.

➤ **WSFE – John O’Neill, Representative**

- Washington Federation of State Employee (WFSE) members have been busy in Olympia lobbying State legislators for solutions that include more than an all-cuts budget. Revenue is a key element to the current state budget crisis. We feel an all-cuts budget will destroy the infrastructure and safety net on which the citizens of Washington depend. The Federation supports the Governor’s call for a half cent increase to the sales tax. We are also asking legislators to support HB 2563, which would enact a 5 percent excise tax on capital gains. The proposal only applies to excessive profits, and would create a 5 percent excise tax that only applies to capital gains over \$10,000 per year (\$5,000 for single filers). The first \$10,000 of profits from selling stocks and assets would be completely exempt from the new tax. This tax does not apply to profits from the sale of a primary home, retirement savings, sale of farmland, charitable giving, or assets left to family members as part of a will.

We are well aware that our 42nd District Senator and House Representatives do not support these initiatives. Part of their proposal to solve the budget crisis is to raise the share of Health Care premiums of all state employees and to renegotiate our collective bargaining agreement.

➤ **Administrative Services— Nate Langstraat, Vice President**

- **Finance** (*Objective 5.1: Create and manage growth through fiscal, capital, technological and human resource development*)
Budget preparations are under way at WCC, taking into consideration that the Governor has proposed 13% budget reduction for the 2012-13 fiscal year. In addition, revenue forecast models are being reviewed based on assumptions from projected enrollment. Additional legislative actions and budget proposals will affect the assumptions made at the local level. The Budget Review Committee’s next meeting is scheduled for February 17.

- **Physical Plant** (*Objective 5.1: Create and manage growth through fiscal, capital, technological and human resource development*)
 Auxiliary Services Building Update – Subs are installing sewer lines and working on under-slab electrical work. Radiant tubing will follow. Foundation and footings for the main building are complete. The three-week look ahead includes forming and pouring the foundation for the utility shed and a base for the utility yard. Work on the swale will commence after this.
- **College Services** (*Objective 5-1: Create and manage growth through fiscal, capital, technological and human resource development*)
 Western and Whatcom staff toured the Department of Printing in Olympia, discussing changes in the law and collaborative efforts state wide, including promoting a WWU/WCC regional print shop. Collaborative efforts are being established with the BTC Bookstore for print, copy and mail service for higher education In Whatcom County. An emergency preparedness plan was established for the WWU Print Copy Services. Whatcom is currently upgrading and/or replacing three copy machines to multi-function printers machines.
- **Bookstore** (*Objective 1.2: Increase access and support for students*)
 Development of an E-Commerce Marketplace - The Bookstore continues to work towards development of an internet-based business site. This site would complement and be in addition to the current “bricks and mortar” bookstore. Costs associated with implementing and maintaining an online bookstore are currently being investigated.
- **Technology** *Objective 5.1: Create and manage growth through fiscal, capital, technological and human resource development*
 IT has been working on the virtual desktop imaging (VDI) project, which has been progressing smoothly and they will be working on replacing about 135 current desktops with zero clients run by VDI before summer quarter. The new Moodle server, installed over the holiday break, is working well and faculty and students seem to like the new environment. Moodle is currently supporting 69 active winter quarter classes.
- **Conference & Event Services** (*Objective 3.1.2 - Expand partnerships with community and business organizations and Objective 3.1.3 - Develop the College’s and Foundation’s community involvement and presence*)
 Facility rentals during the 2011-2012 fiscal year (not including Orca Field) total 45 contracts which project \$40,100 in revenue compared to the \$28,000 generated last year during the same time frame. Additionally, the office has been working with 12 external clients plus WCC women’s and men’s soccer programs and clubs this far. Revenue generation during this time span for Orca Field is currently at \$25,600. Some recent and upcoming significant events include: the 14th Annual MLK event, a Constant Contact seminar which was a new and hopefully returning client, and the Chinese New Year Cultural Event which was co-sponsored by the Foundation. Upcoming events include the start of the Roller Betties’ 3rd season at WCC, the Professional Development Day event, Sustainable Connections Conference, and Technology Alliance Group event, also co-sponsored by the Foundation.

➤ **Educational Services—Trish Onion, Vice President**

- **Achieving the Dream (ATD)** (*Objective 1.3. Increase support for diverse and changing student populations*)
 The ATD core and data teams have been analyzing relevant data and identifying which of the achievement gap areas need further qualitative data from student, faculty and staff focus and “fishbone” groups. At least eight of these groups must be scheduled during this month in preparation for the annual Achieving the Dream Institute in late February. Preparations are also

underway to feature Achieving the Dream during the morning session of the Professional Development Day on February 21, 2012. This workshop will be very interactive and the top priority is for all employees to recognize that student success and completion involves the entire campus community.

- **Outreach** (*Objective 1.2 Increase access and support*)

In the absence of a full-time admissions outreach coordinator, existing staff recently volunteered beyond their typical responsibilities to conduct interactive and fun campus experiences for youth from Shuksan and Nooksack Valley middle schools. Earlier, the College notified local school officials that due to budget cuts, these annual middle school tours had to be discontinued. Yet, these dedicated employees wanted to make sure that these youth had positive experiences at the campus to encourage the possibility that someday these youth might attend college. The campus visits also conveyed to local school officials that Whatcom Community College is a vital educational partner.

- **Service Learning** (*Objective 1.3 Increase support for diverse and changing student populations. Objective 3.1 Increase College stature as a community and educational partner*)

Thirty-four volunteers from Whatcom Community College and Bellingham Technical College joined together for the national day of service. The day started off with a free kick-off breakfast on the Whatcom Community College's campus and meaningful discussion on local poverty, social justice, and reflection on MLK's message of equal opportunity. Students also shared what they have done for others and how they have been affected by financial struggle. Volunteers took the bus to downtown Bellingham to participate in the community-wide *Poverty Action March and Essential Needs Drive*, inspired by Dr. King's "Poor People's March" that was being planned before his assassination. They marched in the snow in support of the most vulnerable community members and supported the struggle for financial equity. In response to major cuts in local services and resources, WCC and BTC students donated over 400 items for the Essential Needs Drive. After the march, WCC and BTC volunteers convened behind the Public Library to reflect on the day and what more they can do to help.

➔ **Instruction—Ron Leatherbarrow, Vice President**

- **Accreditation and Assessment** (*5.4 Foster a culture of continuous improvement based on institutional effectiveness*)

This section of the Instructional program Board Report for the past several months has addressed the process we have developed for reviewing and revising the Accreditation Self-Study, particularly Chapter One, addressing Standard 1. In my report for last month, I explained the process for preparing the report, including review by appropriate groups in the college. The work is progressing well. Various groups are reviewing and revising sections Chapter I, including the three core themes and objectives and specific indicators. We are also reviewing our definition of mission fulfillment and our approach in claiming that we have fulfilled various components of our mission and planning. We will have a completed report to submit to the evaluation committee by March 1. A copy will be shared at the February Board meeting with the trustees.

- **Budget** (*5.1 Create and manage growth through fiscal, capital, technological, and human resource development*)

We will not have specific information to report until the state budget picture is clearer and we know exactly how much the college must cut the budget. We know that we will not hire full-time faculty, unless there is a retirement or resignation in an area in which we have no choice but to replace. We will continue to pare the schedule of classes as we anticipate continued enrollment decline over the next two years. We will also continue to review high cost programs such as ABE and Parent Education, and seek means to cut the costs.

- **Faculty Negotiations** (5.4 Foster a culture of continuous improvement based on institutional effectiveness)

With Ray White's departure, the Administrative Negotiating Team has changed. I am the chief negotiator, and I am joined by Nate Langstraat, Vice-President for Administrative Services, and Becky Rawlings, Director for Human Resources. The negotiating teams have been meeting and have identified a list of issues and a broad calendar for taking up the issues throughout the remainder of the year. Negotiations are going well, and we have maintained the cooperative spirit we implemented two years ago with "interested-based bargaining." The administrative team will brief the Board soon on the issues that have been identified.

Technical/Professional Programs (Linda Maier, Dean)

- **Goal 1 Expand Opportunities for Students to Achieve Their Potential**
 - The first session of the National Science Foundation (NSF) Advanced Technical Education (ATE) grant-funded **Cybersecurity Camp** was successfully launched Saturday, January 28 at Whatcom Community College. Attendance was excellent! All 24 participants and 11 Whatcom Computer Information Systems (CIS) Program college mentors participated actively in learning activities designed and led by CIS Program Coordinator, Corrinne Sande. In addition, an information session was provided to camp participants' parents on steps to applying for college and accessing financial aid. Many parents voiced sincere thanks that their students were able to participate in this program and that staff; as well as the student mentors, would be spending their Saturdays working with the high school students. Whatcom County high schools were well-represented with students from the following campuses: Bellingham (1); Blaine (1); Ferndale/Homeschool (1); Homeschool (1); Lynden Academy (1); Meridian (1); Mount Baker (4); Nooksack (2); Sehome (6); Squalicum (2); and Windward (4). Of the 24 participants, 12.5% were females, 29.2% were low-income, and 25% were students of color. Camp supporters included Technology Alliance Group (TAG), SPIE (international society for optics and photonics), Boeing, and Little Caesars Pizza. It was a great first session.
 - The College continues to serve Worker Retraining students. Thus far, the College has served 149 students in summer quarter (headcount), 123 students in fall quarter, and 104 students in winter quarter. The primary interest of the students remains within the nursing and healthcare sector with business being the next highest area of interest. Additionally, in WorkFirst, enrollments are remaining steady at 43-47 students (headcount) a quarter without a drop in enrollments.
 - Fourteen nursing students from the Student Nurses of Whatcom (SNOW) club are planning to attend the combined Washington State Nurses Association (WSNA) and Nursing Students of Washington State (NSWS) convention in April. Funds to support their participation come from the Perkins Leadership Grant. Nursing students will be reporting on their project of updating the findings of the previous year's club members related to the *Effect of Mentoring on the Reduction of Stress while in a Nursing Program*.
- **Goal 2 Strengthen the Culture of Learning**
 - Corrinne Sande, Computer Information Systems Program Coordinator and Instructor, will be presenting on Cyber Watch West and cybersecurity at the STEM Summit (Science, Technology, Engineering and Math) conference. The two-day conference will be held at Bellevue College February 9 and 10 and is sponsored by the *Center of Excellence for Information and Computing Technology*.
- **Goal 3 Contribute Actively to the Vitality of Whatcom County**
 - Whatcom collaborated with the Washington Alliance for Healthcare Access (WAHA) in submitting an Innovation Challenge Grant (*Whatcom Cares*) designed to reduce the cost of care

for dual eligible beneficiaries while improving care outcomes and consumer satisfaction.

Whatcom is a sub-grantee on the proposal and would be contracted to provide education and training for 30 *patient coaches* who would support beneficiaries and meet the grant's objectives.

- The *Teachers of Tomorrow Club* will be publishing their 4th e-newsletter that is distributed state wide. The newsletter benefits WCC students by helping them connect and apply what they are learning in classes to diversity, effective teaching, and teaching tolerance. The newsletter also serves to inform readers about state happenings, professional research and best practices, and facilitates networking at a state level with other education program students. The club is supported by funds from the Perkins Leadership Grant.

➤ **Foundation and College Advancement – Anne Bowen, Executive Director**

- **Foundation** (3.1.3 – *Develop the College's and Foundation's community involvement and presence; and 5.2.3 – Contribute to fiscal stability through entrepreneurial activities and efficiencies*)
 - **2011-12 Gifts** – Draft reports as of 1/30/2012 show we received 30 gifts totaling \$11,919 for January 2012. Year to date we have received \$95,472 compared to \$56,499 received last year at this time (excluding the \$80,000 Settlemyer Estate bequest).
 - **President's Circle Update** – Draft reports as of 1/30/2012 show 49 President's Circle Members for the 2011-12 fiscal year. To date, we have 60 members inducted into the Founder's Club.
 - **February 9th College Conversation** – Our first College Conversation of the year, is planned for Thursday, February 9th at the home of Jim Swift. Steve Adelstein will lead this fun conversation with renowned restaurateur, Robert Fong. Along with delicious appetizers, wine & dessert, we will hear from Robert on his adventures traveling the world in search of local cultural dishes and recipes.
 - **Scholarship Season** – The WCC Foundation is gearing up for another scholarship season. Applications for the 2012-13 awards will be made available online in the coming month. As a point of reference, WCCF awarded more than \$160,000 in scholarships for the 2011-12 academic year. In preparation for this year's process, the Foundation is implementing a scholarship management module that promises to provide students and reviewers with better ease of use, increased donor recognition, and a streamlined administrative process, saving valuable time and resources while providing greater value to our constituents.
 - **February 21st Professional Development Day** – The WCC Foundation is partnering with the Combined Fund Drive (CFD) Committee to provide lunch for faculty and staff during this year's Professional Development Day. The CFD is an Employee Giving vehicle that encourages state employees to give philanthropically to a variety of charitable organizations. This particular luncheon is focused on fundraising for WCC Foundation Scholarships and the American Heart Association.
- **Communications, Marketing and Publications** (3.1.3 - *Develop the College's and Foundation's community involvement and presence*)
 - **Web/Social Media Development**

The following web analytics of the College's public website (www.whatcom.ctc.edu) indicate a web trend comparison between January 2011 and January 2012.

	Jan 2011	Jan 2012	% Change	Top Content for Jan 2012:
Total Visits:	142,928	160,740	12%	1) Current Students 2) E Learning and Support 3) Catalog 4) Staff Directory 5) Prof Tech Programs 6) Calendars 7) Financial Aid
<i>New Visitors</i>	50,317	58,215		
<i>Returning Visitors</i>	92,611	102,525		
Total Pageviews:	344,220	351,322	2%	
<i>New Visitors</i>	125,294	128,833		
<i>Returning Visitors</i>	218,926	222,817		

Facebook trends indicate continued growth on the [College's main Facebook page](#) is up from last month's nearly 1,299 to 1,508 "likes."

Whatcom's [YouTube Channel](#) now has twenty-eight videos uploaded (2 more coming in summer) with more than 15,855 views (up from 13,089).

○ **Publications (completed or in development)**

A number of publications were completed or in development for a variety of events and programs:

- Spring Discover Quarterly for delivery on March 2
- Spring Leisure Guide pages for Bellingham Herald insert
- Updated College Catalog descriptions booklet for Running Start
- NW Corner Professional Development Partnership in Early Learning information card
- Spring College and Transfer Fair posters and cards
- Conference Services brochure insert cards
- Chuckanut Writers Conference information card and mail-in registration form
- CIS Cybersecurity Camp T-shirts
- Student Life web section development
- Nursing Program informational video for use on College website
- WCC Foundation College Conversation with Robert Fong information card for February 9 event
- WCC Foundation Annual Report
- **Press Releases/Media Relations – Summary/Highlights Of Media Coverage** (3.1.3 - *Develop the College's and Foundation's community involvement and presence*)
 - **WCC in the News**
 - [Two Whatcom County business events rescheduled](#), 1/23, *The Bellingham Herald*
 - [WCC holds information sessions about registered nursing program](#), 1/19, *The Bellingham Herald*
 - [WHATCOM VIEW: Martin Luther King's importance to the 21st century](#), 1/16, *The Bellingham Herald*
- Additional media outreach**
 - [WCC Announces Mobile Apps Courses](#)

Additional athletic news coverage can be found at www.whatcom.ctc.edu/athletics. Press releases, public service announcements and an ongoing list of news articles can be found at www.whatcom.ctc.edu/news.

- **Quarterly Grants Report**
 - ***Awarded***
 - NSF Cyberwatch Grant (Corrinne Sande, Linda Maier)
 - Early Childhood Education for Adult Workers; WA Workforce Education & Training Board and the U.S. DOL (Sally Holloway, Linda Maier)
 - ***Submitted***
 - Whatcom Community Foundation (Turning Point) *Private*
 - ***In-Process***
 - NSF TUES Biology Type 1 Grant: led by John Rousseau, Hilary Engebretson, and Kirsten McDade. The biology faculty have begun the process of revising laboratory experiments in Biology 160 (General Biology). Grant would fund release time and equipment to continue the development and dissemination of these ideas.
 - Bank of America (Turning Point) *Private*
 - ***Under Consideration***
 - NSF Federal Cyber Service: Scholarship for Service
 - NSF S-STEM Grant (Scholarships to recruit and support students – particularly low-income, minority and first-generation college students) entering STEM careers)
 - WAHA Patient Navigator Contract
 - NSF Math & Science Partnership: Sara Julin and Tran Phung for support of an assessment tool to more accurately place students into correct level of physics classes, thereby enhancing their chances for success.
 - Plus 50 Initiative Grant *private*
 - DOL TAACCCT Grant possibilities:
 - IT/on-line medical records (consortium with Bellevue College)
 - On-line PT program
 - Kresge Foundation, “Pathways to and through college”, (Collaboration with WA Campus Compact @ WWU) *private*