

Whatcom

COMMUNITY COLLEGE

MEMBERS:

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

Reasonable accommodations will be made for persons with disabilities if requests are made at least seven days in advance. Efforts will be made to accommodate late requests. Please contact the President's Office at 360.383.3330 (or TDD at 360.647.3279)

**NEXT MONTH'S
MEETING REMINDER**
Wednesday,
July 11, 2012

BOARD OF TRUSTEES
Meeting Agenda
Wednesday, June 13, 2012, 2:00 p.m.
Laidlaw Center Boardroom, #143
237 W. Kellogg Road
Bellingham, WA 98226

- I. **Call to Order, Approval of Agenda, and Notice of Public Comment Time**
- II. **Board Action**
 - **TAB A** – ASWCC 2012-13 Proposed Budget (1st reading, possible Action)—
ASWCC President Laura Hansen
- III. **Reports**
 - ASWCC – Laura Hansen, President
- IV. **Strategic Conversations**
 - WCC 2012-13 Proposed Operating Budget Presentation – Interim Vice President Nate Langstraat
Goal 5: Strengthen the College's ability to deliver its mission
--Create and manage growth through fiscal, capital, technological and human resource development; Diversify and secure funding/resources from external sources
- V. **Board Action (continued)**
 - **TAB B** WCC 2012-13 Proposed Operating Budget (1st reading, possible Action)
- VI. **Consent Agenda (Calendar)**
 - a. Minutes of May 8, 2012 Board of Trustees Meeting (Attachment A)
- VII. **Report from the President**
- VIII. **Reports (continued)**
 - 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
- IX. **Discussion / Items of the Board**
 - Election of Chair for Board of Trustees
- X. **Break**
- XI. **Public Comment**
- XII. **Executive Session***
 - (g) as provided in RCW 42.30.140 (4)(a), to discuss collective bargaining
 - (g) to review the performance of a public employee...
 - (b) to consider the selection of a site or the acquisition of real estate by lease or purchase...
- XIII. **Adjournment**

***The Board of Trustees may adjourn to a closed 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...

Action from the Executive Session may be taken, if necessary, as a result of items discussed in Executive Session.

MEMORANDUM

Associated Students of Whatcom Community College

TO: Board of Trustees

FROM: ASWCC Student Council

DATE: June 13, 2012

RE: 2012-2013 Service and Activity Fee Budget

The 2012-2013 Service and Activity (S & A) fee budget has been developed by the ASWCC Budget and Finance Committee through a process of meeting with representatives from each club and organization which requested S & A funds, carefully evaluating all requests, and balancing proposed expenditures with the estimated resources available.

In approving this budget, the Board of Trustees authorizes:

- The ASWCC and the Director for Student Life to proceed with the execution of the planned program.
- The transfer of funds between budget categories as required during the fiscal year to support approved projects and activities. The Board authorizes the ASWCC Budget and Finance Committee Chair and the Director for Student Life to approve these transfers.
- The ASWCC Budget Committee and the Director for Student Life, in coordination with the college Business Manager, to adjust the estimated S&A fee revenues during the fiscal year and to allocate additional resources within the approved budget. The Board recognizes that this annual budget is a projection, and that actual revenues and expenses may vary from the projections during the execution of the budget during the fiscal year.
- Approval of the S&A Fund Balance Future Planning included with this budget.

This budget has been carefully reviewed by College staff, and is recommended to the Board of Trustees as an effective and responsible use of state educational resources.

Suggested Actions

- Move to Approve the Proposed 2012-13 ASWCC Service and Activity Fee Budget as submitted.
- OR
- Move to Approve Resolution 12-01 Authorizing Continuation of the current ASWCC S&A Fee Budget until August 1, 2012, or until formal adoption of the ASWCC S&A 2012-2013 Fee Budget by the Board of Trustees, whichever event occurs first.



MEMORANDUM
Office of the President

TO: WCC Board of Trustees
 FROM: Kathi Hiyane-Brown, College President
 DATE: Friday, June 1, 2012
 RE: **Fiscal Year 2012-2013 College Operating Budget**

The 2012-2013 Whatcom Community College operating program and budget was developed in accordance with the priorities developed in the College's strategic plan and the reduction in our state allocation of about 2.6%. The Budget Review Committee is to be commended for its work in discussing budget-related issues and reduction scenarios as they were presented. The committee reviewed and supports the budget development methodology used for FY13. Of note, a re-basing process was implemented as part of this year's budget development.

Whatcom's target for state allocated students remains virtually unchanged from the 2011-2012 fiscal year, increasing by one Worker Retraining variable FTE. The budget was developed to serve 2,438 regular state-funded FTE (compared to 2,437 last year), 547 Running Start FTE, 170 International Programs FTE, and 413 excess enrollment FTE, for a projection of 3,568 FTE students. The budget reflects a 12% increase in tuition and reductions in state funding to meet unfunded legislative mandates and system initiatives.

The budget includes replacement of several positions needed to facilitate growth at the College, including two full-time temporary faculty positions in the Computer Information Systems and Massage Practitioner programs. Further, a number of staff and exempt positions that were vacated this past year have been funded and are slated to be filled, such as the Outreach Coordinator, Instructional and Classroom Support Technician, Advancement Program Specialist, and Clinical Coordinator. These positions are reflected in the 2012-2013 Operating Budget.

I would underscore that focused growth management in a number of areas is critical as we continue to rely more heavily on them as revenue sources to help offset state budget reductions and support the College's operating budget—Running Start, eLearning, and International Programs to name a few. In addition, efficiencies and sound practices in managing the schedule by the Office of Instruction and division chairs is a critical part of the solution to balancing the budget. Our partnership with the WCC Foundation continues to be strengthened as we recognize the importance of collaboration with community organizations and individuals.

In approving the budget, the Board of Trustees authorizes:

- ▶ the College President to proceed with the execution of the planned program;
- ▶ the College President to transfer funds within the General Fund, or from local and other funds, to eliminate any cash deficit as required by RCW 43.88.2601, to provide working capital, and to support approved projects and activities;
- ▶ the tuition and fee schedule as established by law, by the State Board for Community and Technical Colleges, as implemented by the College President, and as listed in the College catalog;
- ▶ the College President to accept allocation amendments from the State Board for Community and Technical Colleges, to accept such grants and contracts as may be acquired during the budget period, and to report on such changes, at least quarterly, to the Board of Trustees;
- ▶ the addition of staff and faculty positions necessary to carry out the College's programs; and
- ▶ the College President to determine the fee schedule for contract courses and programs.

Faculty and staff have had several opportunities to review the budget during its process of development, particularly as part of the re-basing exercise. Further, a thorough review by the President and Cabinet members has been conducted. **The budget is recommended to the Board of Trustees as an effective and responsible use of State and local resources.** I would like to recognize the challenging work of many staff and faculty over the past several months to develop the budget as presented to you.

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Suggested Actions

- OR
- Move to Approve the Proposed 2012-13 WCC Operating Budget as submitted.
 - Move to Approve Resolution 12-02 Authorizing Continuation of the current WCC Operating Budget until August 1, 2012, or until formal adoption of the 2012-2013 WCC Operating Budget by the Board of Trustees, whichever event occurs first.

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COMMUNITY COLLEGE

CONSENT AGENDA

- a. Minutes of April 18, 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, this item will be adopted”. After pausing for any objections, the chair states, “As there are no objections, this item is adopted.”

Whatcom

COMMUNITY COLLEGE

MINUTES BOARD OF TRUSTEES MEETING Laidlaw Center Board Room Wednesday, May 8, 2012 12:30 p.m.

CALL TO ORDER Chair Steve Adelstein officially called the work session to order at 12:30 p.m. Present in addition to the chair were trustees Barbara Rofkar, and Sue Cole, constituting a quorum. Trustees Chuck Robinson and Tim Douglas were absent. Others present included President Hiyane-Brown; Ron Leatherbarrow, Vice President for Instruction; Nate Langstraat, Interim Vice President for Administrative Services; Lisa Wochos, Assistant Attorney General; and Keri Parriera, Executive Assistant to the President.

WORK SESSION

➔ Work Session Luncheon – 12:30 – 1:00 p.m.

➔ Work Session – 1:00 – 2:00 p.m.

- **Strategic Planning, “Next Round”** – Dr. Ron Leatherbarrow (in support of all of the goals of the Strategic Plan)
 - Vice President Leatherbarrow shared a pamphlet of the College’s current Strategic Plan, and gave a short history of the formation of this plan, which expires at the end of 2012. A small cohort of faculty and staff, chaired by Ron, is preparing a proposal outline for an update of the plan. The new plan will be coordinated with the core themes from accreditation, as well as other College initiatives with the strategic plan. This proposal should be completed by the end of Spring Quarter, and the trustees will have an opportunity to actively engage in the review of this proposal at their summer retreat. A task force will then incorporate the recommendations from the trustees and other involved parties and develop a refined strategic plan for Board consideration in Winter Quarter 2013.
- **The State Allocation and Budget Development Update** – Nate Langstraat (Goal 5: Strengthen the College’s ability to deliver its mission)
 - Interim Vice President Nate Langstraat used a PowerPoint presentation to outline the College’s operating budget process. The initial state funding allocations to the colleges by the State Board should be forthcoming. Final allocations are dependent upon the State Board’s vote on May 9 on tuition rates. Despite these delays, Nate believes that the Whatcom will be able to bring the College’s proposed operating budget for 2012-13 to the Board for a first reading and possible action in June.

WORK SESSION ADJOURNMENT

➔ The work session adjourned at 1:55 p.m.

CALL TO ORDER

➔ Board Chair Steve Adelstein called the Board of Trustees meeting to order at 2:05 p.m. Present in addition to the chair were trustees Barbara Rofkar, and Sue Cole, constituting a quorum. Trustees Chuck Robinson and Tim Douglas were absent. Others present included President Hiyane-Brown; Ron Leatherbarrow, Vice President for Instruction; Patricia Onion, Vice President for Educational Services; Nate Langstraat, Interim Vice President for Administrative Services; Anne Bowen, Executive Director for Advancement and Foundation; Lisa Wochos, Assistant Attorney General; Wayne Erickson, WCCFT Co-President; John O’Neill, WSFE Representative; Laura Hansen, ASWCC President; guests: Janice Walker, Tresha Dutton, and Anne Marie Karlberg; and Keri Parriera, Executive Assistant to the President.

- Several guests were presented to the Board. Janice Walker, Workforce Education Director, has assumed many of former Dean Linda Maier's responsibilities in the area of Workforce Education in addition to her own. Dr. Tresha Dutton, Communication faculty and Outcomes Assessment Coordinator, was recognized for her exceptional work in assessment. At the recent Assessment of Teaching and Learning Conference, she was the recipient of the Anna Sue McNeill Assessment, Teaching and Learning Award. Dr. Anne Marie Karlberg, Director for Assessment and Intuitional Research, was also presented to the Board. Both Tresha and Anne Marie presented at this conference, and received invitations to bring their presentation to other colleges. Congratulations were expressed by the Board.
- Trustee Adelstein announced that there is a designated time for public comment on the agenda, and asked for an action to accept the agenda.

ACTION

- Trustee Barbara Rofkar moved to approve the meeting agenda as proposed. It was seconded by Trustee Sue Cole and the **motion was approved unanimously**.

CONSENT AGENDA

➤ Consent Agenda (Calendar)

- a. Minutes of the April 18, 2012, Board of Trustees Meeting (Attachment A)

Chair Adelstein stated: "If there are no objections, this item will be adopted." As there were no objections, **this item was adopted**.

PRESIDENT'S REPORT

- Whatcom has been identified as one of 120 nationwide colleges to be invited to apply for the prestigious Aspen Prize for Community College Excellence. The \$1million award prize requires an extensive, challenging application process, and Anne Marie Karlberg has agreed to pursue this project.
- Related to strategic planning activities that involve individuals or the community, the College is participating in two upcoming events:
 - Healthcare Leadership Workforce Summit – May 23 on our campus. Whatcom is working in collaboration with PeaceHealth, WorkSource, and Bellingham Technical College to present this program, which will help guide our planning for health care programs for the future. Topics to be discussed include the impact of changing demographics, healthcare reform, the political environment and economic factors on providing health care. Invitations were shared with the Board.
 - The Whatcom Futures Vision Committee, of which President Kathi is a board member, will be initiating a visioning process to address a broad range of county and community needs. The project will produce a vision for the future of Whatcom County to promote economic development and other initiatives.
- WCC has been selected to host a Campus Compact VISTA member for next year to strengthen academic support, specifically targeted for veterans. Dean Hagin will be supervising this person.
- Whatcom's Ethnic Student Club presented "*I Am From*", an identity development workshop, at the state-wide Students of Color Conference. Their presentation was very well received.
- President Kathi shared updates from the recent WACTC meeting which focused on budget, much of which Nate included in his earlier presentation. The high-demand equipment allocation to Whatcom of \$377,000 was discussed.
- President Kathi will be speaking on the topic of leadership to a Trinity Western class on May 17, and will be the keynote speaker at the Women of Color Empowerment Dinner on May 18 at WWU.

REPORTS

- ➔ **ASWCC** – Laura Hansen, President
 - Laura spoke about the ASWCC elections and executive team leadership training currently in progress.
 - The students will be holding an information forum soon regarding the proposed Pavilion expansion and possible self-imposed fee.
- ➔ **WCCFT** – Wayne Erickson, Co-President
 - Dr. Erickson reemphasized the faculty's prior concern regarding the number of potential full-time faculty retirees and the high ratio of adjunct to full-time faculty.
- ➔ **WFSE** – John O'Neill, Representative
 - John O'Neill had nothing to add to his report.
- ➔ **Administrative Services** – Nate Langstraat, Interim Vice President
 - Nate Langstraat had nothing to add to his report.
- ➔ **Educational Services** – Trish Onion, Vice President
 - Trish Onion noted that there was inaccurate information in latest edition of the student *Horizon* paper regarding the Pavilion article about the expansion.
- ➔ **Instruction Office** – Ron Leatherbarrow, Vice President
 - Ron Leatherbarrow had nothing to add to his report.
- ➔ **WCC Foundation** – Anne Bowen, Executive Director for Advancement
 - Anne Bowen had nothing to add to his report.

DISCUSSION/TACTC/ITEMS OF THE BOARD

- ➔ The date, Thursday-Friday, August 23-24, for the summer Board retreat was confirmed. Keri has been asked to research a location for this meeting.
- ➔ The annual TACTC awards were discussed. It was suggested that the Board should consider submitting entries for each category.

EXECUTIVE SESSION

- ➔ The meeting was adjourned at 2:33 p.m. The meeting immediately convened into an Executive Session for approximately 30 minutes to review performance of a public employee and to consider the selection of a site or the acquisition of real estate by lease or purchase... No action is anticipated. Guests included President Kathi Hiyane-Brown, Interim Vice President Nate Langstraat, Advancement Executive Director Anne Bowen, and Assistant Attorney General Lisa Wochos. The Executive Session was extended at 3:05 for an approximate additional 45 minutes. Trustee Steve Adelstein recused himself from the meeting during the discussion regarding real estate.
- ➔ The Executive Session adjourned at 4:15 p.m. and the Board reconvened into open session at 4:15 p.m.

ADJOURNMENT

- ➔ There being no further business, the meeting was adjourned at 4:15 p.m.

Reports to the Board of Trustees For June 13, 2012 Meeting

➤ WCCFT—Wayne Erickson and Kimberly Reeves, Co-Presidents

- Negotiations are complete...we hope to ratify the new contract soon
- The Union has approved four (4) proposals for Professional Development Workshops next year....we are waiting for approval from Pres. Kathi
- The Union would like to publicly acknowledge the amazing job done by the Professional Advisory Committee... they worked very hard and with grace in this first year of the promotional system
- The Union is still deeply concerned with the lack of full- time tenure track hires for the upcoming academic year and with the increasing full-time to adjunct ratio...

➤ Administrative Services—Nate Langstraat, Interim Vice President

- **Finance** (*Goal 5.1 Create and manage growth through fiscal, capital, technological and human resource development*)
 - Upon conclusion of legislative session, the SBCTC provided the 34 institutions with initial allocations on May 16. The state base allocation for Whatcom totals \$9,849,282 and is a 2.64% reduction over the previous year. The allocation has been applied to the College's operating budget. The FY13 operating budget will be proposed to the Board at the June 13 meeting.
 - On-campus budget forums were held May 4 (recap the legislative budget) and June 4 (focus on the College's operating budget). The forums were well-received and provided a good opportunity to engage with the campus community.
 - The Business Office is making preparations to close the fiscal year as of June 30 and also working on the opening of the new fiscal year. The closing process will require some focused work throughout the month of July, and the staff are prepared to ensure that their parts are completed on time. For the upcoming fiscal year, new tuition rates (average increase 12%) are being entered into the system, and also posted on the College's web site. These new rates also have an effect on the 2012-2013 budget process
- **Facilities** (*5.1: Create and manage growth through fiscal, capital, technological and human resource development*)
 - Auxiliary Services Building –The interior framing is complete and rough in for mechanical and electrical continues. The roof insulation and vapor barrier are completed and the metal roof panel installation has begun. Exterior wall sheathing is done and the air barrier completed. Work has started on the fire sprinkler system and the concrete masonry unit (CMU) veneer will begin next week.
 - Emergency Planning – Whatcom will host a Citizen Emergency Response Team (CERT) class beginning June 18. The class is offered in conjunction with the Resilient Bellingham Consortium grant funded project through the Dept. of Education intended to help WCC, BTC, and WWU develop comprehensive emergency plans. Classified and exempt employees are being offered release time to take the 21 hour class, while faculty and part-time hourly staff may take the class on their personal time.

- Institutional Master Plan (IMP) – The master planning workgroup will have an IMP kick-off meeting with Keith Schreiber (Schreiber Starling & Lane) on June 4. This will be the first of a series of meetings to develop a plan that will align our capital improvement plan with our programmatic needs and strategic goals.
- **Copy and Mail Services** (5.1: *Create and manage growth through fiscal, capital, technological and human resource development*)
 - The closure of the Everett sorting facility that handles mail from Everett north was originally scheduled for March 2012. However, this closure date has been moved to later in the year. Eventually we will be receiving mail from Seattle which will cause some delays in first class mail. Postal requirements for using Intelligent Mail and Post Net barcodes, both of which will qualify Whatcom for discounted mailings, will also help our mail get to the proper destinations quicker when the Everett facility is finally closed.
- **Bookstore** (1.2 *Increase access and support for students*)
 - An expanded sportswear selection is in place in anticipation of graduation related sales and the Bookstore will also handle last minute (post June 5) graduation gown distribution.
 - The annual physical inventory count occurred the week of May 29. The Math Club was invited to conduct a second count. They verified the first counts made by Bookstore employees and in turn, the Bookstore contributed \$400 for their volunteer service to the Math Club. The process has worked well in the past. The LGB/QSA and Business clubs have also participated in the Bookstore's physical inventory counts in past years. Reconciliation of the physical inventory will continue to the College's fiscal year end (June 30) by adding in additional merchandise received in June and subtracting June sales. Reports will be submitted to the Business Office upon final reconciliation.
- **Technology** (5.1 *Create and manage growth through fiscal, capital, technological and human resource development*)
 - IT has finished deploying the Advisor Data Portal. This is an application that Walla Walla Community College developed and shared with all the colleges. It will greatly enhance the productivity of our advisors.
 - ByRequest, the software that will allow the College to cancel the couriered printed reports from SBCTC, is nearly customized for Whatcom's needs.
 - Configuration is also underway for new helpdesk ticketing software for the staff helpdesk, student helpdesk, eLearning, and others.
- **Conference & Event Services** (3.1.2 *Expand partnerships with community and business organizations. 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 69 contracts which projected income of \$63,000 compared to the \$50,300 generated last year during the same time frame. Revenue generation during this time span for Orca Field is currently at \$62,300. Events that the Conference & Event Service office has been working on include: The Healthcare Summit, Diversity in Education Conference, WCC Spring Concert, Washington Virtual Academy, Honors and Awards Ceremony, Commencement, and the Bellingham Slam.

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

- **Achieving the Dream** (1.3 *Increase support for diverse and changing student populations*)
 - The AtD coaches and the College Spark evaluators concluded their May site visit with positive comments regarding the enthusiasm and commitment of the faculty and staff on student success and completion through the structure provided by AtD. The core team submitted the

AtD implementation plan for the next four years and we will receive feedback and further recommendations in late June.

- **Entry and Advising** *(1.1 Increase access and support for students)*
 - Advising and registration for summer and fall quarters are in peak cycle again for current students and new Running Start students. New students will begin registering for fall in July. Although the College is preparing for a 4% decrease in enrollment for next fall, there are increased online advising inquiries and it continues to be difficult for advisors to keep up with the volume. Students continue to struggle with finding jobs or arranging full-time class schedules with part-time work and family demands.

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

- **Accreditation and Assessment** *(5.4 Foster a culture of continuous improvement based on institutional effectiveness)*
 - The College submitted the Year One Self-Evaluation Report, addressing Standard 1 of the accreditation standards, this past March. In the past week, we received a preliminary report from the team of evaluators. The specific findings at this point are confidential until the report is submitted to the Northwest Commission for final recommendations. The report is very positive, complimenting WCC for identifying core themes that address essential elements of its mission and for establishing appropriate objectives for each of the core themes. The report also contains recommendations that the college clarify more fully its standard for mission fulfillment and that the college continue to refine indicators for achievement of core theme objectives.
 - The report from the evaluators provides strong evidence that the college has dramatically improved in areas which elicited “grave concerns” in evaluators’ reports over the past ten years. The current report cites progress in our collection and application of data in our decision-making pertaining to student success, and in our systems for assessment in our academic programs and in institutional effectiveness. The tone of the report is highly supportive of our recent efforts and encourages continued work in the directions we have outlined.
 - The report also provides specific advice for approaching the recommendations. The small group developing a proposed structure for the Year 3 report will use the evaluators’ report to help guide their work.
- **Strategic Planning** *(5.4 Foster a culture of continuous improvement based on institutional effectiveness)*
 - A survey has been distributed via email to the campus community, requesting that faculty and staff rate goals and objectives for continued inclusion or deletion in the next version of the plan. The small group that will develop a proposed structure for planning will use the information submitted in the survey as a basis for its recommendations.
- **Faculty Hiring** *(5.1 Create and manage growth through fiscal, capital, technological, and human resource development)*
 - At this point, three faculty members have announced their intention to retire at the end of this academic year—in Nursing, Sociology, and Computer Science. We will replace the Nursing position with a full-time tenure track position, for which we are now advertising. We will also fill temporary positions in Massage Therapy, a self-support program, and in CIS,

a position largely funded by grants. Next year we will conduct national searches to fill the remaining vacancies. The division chairs will update the priority list of disciplines for hiring, and we will start national searches early in the year to ensure strong pools of candidates, including underrepresented populations. We will also carefully assess the budget situation for the feasibility of adding faculty positions to help offset the full and part-time faculty ratio.

- **Instructional Administration** (5.4 Foster a culture of continuous improvement based on institutional effectiveness)
 - With Linda Maier's departure, the Instructional Office has identified needed positions and initiated searches. The search process for the new Dean of Instruction is very close to completion, as interviews have been completed, and we anticipate that the position will be filled before July. The search process for the Director for E-Learning is also very near completion and we expect that position too will be filled before July.

➔ **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 May 31, 2012 show we received 15 gifts totaling \$6,188 for May 2012. Year to date we have received \$111,559 compared to \$106,969 received last year at this time.
 - **Scholarship Process Soon Coming to a Close** – The Scholarship Review Committee worked hard to review and score the 225 applications the Foundation received, in addition to the nominations received for the Laidlaw & President's Awards. Many of the recommendations have been made, and we are waiting on final approval to notify recipients. In addition, as additional funds are collected, additional awards will be allocated using the same approved process.
 - **Foundation Board Meeting** – The Foundation Board met on May 22nd, and elected two new Board Directors: John Stewart, and Susan Sandell. Additionally, the board approved a working budget for the 2012-13 Fiscal Year, with amendments to be made at the September Board meeting to incorporate planning and goals that have yet to be determined. Additionally, Endowment Payouts at the historical rate of 5% of the corpus were approved, and a welcome was made to Tony Pechthalt of Edward Jones, the Foundation's new Investment Manager, as elected by the Board of Directors.
- **Communications, Marketing and Publications**
 - **Web/Social Media Development**
 - Facebook trends indicate continued growth on the College's main Facebook page, is up from last month's nearly 1,658 to 1,697 "likes."
 - Whatcom's YouTube Channel now has twenty-nine videos uploaded (2 more coming in summer) with more than 20,506 views (up from 19,241).
 - **Publications** (completed or in development)

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

 - Summer Discover quarterly delivered/distributed on May 11
 - Summer Session promotional campus posters and display ads in WWU's Western Front student newspaper, The Echo classifieds, and Bellingham Herald online

- Community Education targeted flyers for summer quarter, including Business and Computer Training brochure for area businesses, and Kids' College flyer for distribution in county schools
 - 2012-14 College Catalog production for online availability on July 1
 - WCC Foundation Connect Magazine and Annual Report, 45th Anniversary Edition
 - WCC Foundation appeal letter and insert
 - 45th Anniversary Banner for use by students in Ski to Sea Parade and ongoing events
 - WCC "Challenge Coin" design for Veterans Office
 - Chuckanut Writers Conference display ad for conference program
 - Development of template for enhanced College department web pages
 - Redesign of Application/General Brochure for student outreach
- **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**
 - [Teachers of Tomorrow: June conference will promote diversity in teaching](#), 5/22, BBJ
 - [Whatcom County teachers, students and serviceman honored for achievements](#), 5/11, The Bellingham Herald
 - [EARLY SIGN UP AVAILABLE FOR WRITERS CONFERENCE](#), 5/8, The Bellingham Herald
 - [Whatcom Community College will continue its parenting education program](#), 4/30, The Bellingham Herald
 - [Business conference kicks off in Bellingham](#), 4/26, The Bellingham Herald
 - [BTC and WCC are Two of Six Washington Community and Technical Colleges Named Contenders for \\$1 Million Aspen Prize](#), 5/1, KGMI PM Bellingham
 - **Additional media outreach**
 - 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 ww.whatcom.ctc.edu/news.