



PRESIDENT'S BOARD REPORT – FEBRUARY 2024

Dr. Rachel Pokrandt, President

- **Congresswoman Val Hoyle visited the campus on January 24th.** The Congresswoman visited the nursing lab, spent time with students in the library and met with a small group of veterans in a pod in the library.
- **Spirit of Umpqua Award applications will open on April 2nd.** The award is presented every 5 years and honors those who have made significant contributions to Umpqua Community College through their actions, talents, dedication, and/or financial support. Their accomplishments advance the College, contribute to the common good, and inspire others to lead a life of service and educational advocacy.
- **Technology and digital transformation work is continuing** and is a tale of big leaps forward and frustrating pauses.
 - A digital nursing application rolled out this month and it works great.
 - Tuition guarantee for next year is in place.
 - Blackbelt IT virtual support system in place.
 - Server updates and upgrades are taking place to ensure that the backbone of our system has enough power to support all the existing and new software we are implementing.
 - Wi-Fi mapping is underway to ensure saturation across campus buildings.
 - The virtual desktop environment that the college uses has been down several times in the past month and solutions to this issue are in progress.
- **Kudos to the Library and Tutoring Center who have expanded their hours to 7:45 am-7:00 pm Monday through Thursday.** (Friday hours are 9-4p). Students so appreciate these extended hours!
- **Winter intersession** metrics reflect that this program is gaining traction and interest from students. UCC offered twice as many classes, had twice the enrollment and the grade outcomes improved. UCC will again offer this additional mini-mester next year and the adjustment in the academic calendar has helped make that possible.
- **In Athletics news:**
 - Women's Wrestling just won the NCWA National Dual Meet Championship.
 - Women's Basketball is the #1 ranked team in the NWAC.
 - Athletes have completed 2438 hours of community service, so far, valued at \$77,525 in time donated to the community.
 - Baseball and track open their seasons on Feb. 17th.
- The new **Financial Aid Application (FAFSA)** has been rolled back to mid-late-March 2024. Our department is ready to go whenever this happens and is highly engaged in communicating to

students about their aid package. We remain excited for this change in terms of the ways it will help students despite glitches with the roll out.

- **The UCC Dental Assisting program received commendations from the CODA accrediting body during their 7-year visit to campus in December.** This is merely a reflection of what we already know; that we have a fantastic program that supports the dental workforce in our area. Congratulations to the Dental Assisting team.
- **Academic Services held a part-time faculty in-service** during the first week of the term. 67 part-time faculty attended. Content included:
 - UCC and the institutional philosophy of instruction
 - Canvas and Banner training
 - Student success planning for the term.
- **Student services is hosting a lunch and learn series for students.** Content includes:
 - Budgeting Basics
 - Effective Communication
 - Becoming Motivated
 - Auto Maintenance Basics
 - Nutrition
 - Housekeeping 101
 - Time Management.
- **Marketing and communications continue to ensure that UCC has a strong presence online** and here are a few metrics they have been collecting:
 - TikTok Ads campaign: drove over 2,000 visitors to the umpqua.edu website with the average time spent by an individual visitor on the website being 6 minutes (during a one-month campaign)
 - Google Ads and remarketing to visitors of umpqua.edu: 182k ads served to potential prospective students resulted in 1,173 visits back to the website, with highest engagement from ages 18-44, from Roseburg, Sutherlin, and Myrtle Creek areas.
- **The remodel of the UCC Truck School in Green is nearing completion.** We will be reaching out with a date and time for an open house celebration in the coming weeks.

Coming up:

- **Explore UCC is on March 7th in the UCC gym.** UCC departments of Engineering, Forestry, Natural Resources, Science, Math, Automotive, Welding, and Computer Science, along with local businesses and industry leaders will host hands-on activities, robots, science exhibits and food. Everyone is welcome and this is a free event.
- **Visual Art Faculty show 2024 is now open.** There will be a public reception and artist talk on March 7th from noon- 1 pm in the Whipple Fine Arts Gallery.
- **March 13 through 17th the theatre department will perform Crayon: A Colorful Evening of Scenes.** Get your tickets now.

- **Senator Merkley will host a town hall at the Danny Lang Center on March 3rd in the late afternoon** (times TBD).
- **UCC Scholarship applications are open** – staff will host ‘walk up Wednesdays’ for students who need help with their application.