

UCC PRESIDENT'S REPORT to the BOARD OF EDUCATION
June 13, 2018

1. COMMENCEMENT

Adult Basic Skills Commencement is Thursday, June 14, at 7 p.m.

- 297 students have completed their high school diploma or GED.

Commencement for degree and certificate students is Friday, June 15, at 6 p.m.

- 421 degrees and certificates have been completed.
 - Associate of Arts Oregon Transfer – 148 grads
 - Associate of Science – 25 grads
 - Associate of General Studies – 15 grads
 - Associate of Applied Science – 136 grads
 - Certificates – 70 grads
 - Pathway Certificates – 37 grads

2. ENROLLMENT MANAGEMENT

Dr. Crabtree has worked with multiple groups during the year to help them learn about effective community college practices to recruit, admit, orient, and advise students. As a result of this work, we have reorganized the Office of Student Services and have added an Office of Enrollment Management. This new area of operation, reporting to the Provost, includes oversight of recruitment, financial aid, orientation, placement testing, and college transitions. To make this vital change to improve enrollment, some job descriptions were modified, some positions were restructured, some individuals were moved to other positions, some new funding was invested, and some offices were relocated to better served students and to accommodate the change in staffing. We are “testing the waters” with how this approach will work for UCC and will spend the next 18 months implementing new recruitment strategies, utilizing intentional marketing, and evaluating the effectiveness of the approach on a weekly basis. At the end of the 18-month period, a thorough analysis of the progress will be conducted and we will determine how to proceed with positions and strategies.

3. STRATEGIC PLANNING

The Institutional Effectiveness Council (IEC) has been leading the work on a new strategic plan since January. Initial work centered on establishing the foundation for a strategic plan – vision, mission, and values statements. The Council conducted campus forums on a new vision statement, explanation/elaboration of the mission statement (which was officially changed last year), and campus values. Changes were made to those statements as a result of campus feedback; they will remain as “draft” until the entire strategic plan has been adopted.

The IEC conducted a SWOT analysis, looking at our internal strengths and weaknesses as well as external opportunities and threats. The process made us aware of those things we cannot change as well as what strengths and opportunities we can leverage to address our weaknesses and achieve our vision.

The next step in the strategic plan process is gathering feedback. A survey was created to address some of the questions that arose from the SWOT analysis. We sent an electronic survey to students, employees, and community members. The surveys are almost identical, and they vary only to the extent that rewording was necessary for the particular audiences. This summer we will also conduct four face-to-face community meetings for additional feedback; we will use the same questions as those on the survey. The results of the survey will be analyzed in early summer.

Based on information already received as well as the vision, mission, values, and SWOT analysis, the IEC has made a *preliminary* pass at goals. (We will need the survey results before being more definitive in recommendations for strategic goals and objectives.) The three emerging strategic priorities that will help us attain our vision are related to enrollment growth, academic offerings, and institutional efficiencies.

4. BUILDING NAMES AND CAMPUS MAP

In order to better direct people to the appropriate building on campus, the College is changing the functional names of three buildings:

- Del Blanchard Welcome Center to Del Blanchard Administration Building. This change reflects that the “welcome” function is now part of the Student Center, though staff in Del Blanchard still accommodate inquiries that come our way.
- Educational Skills Building to Educational Support Building (still ESB). Educational Skills are mostly housed in the Woolley Center. Because IT, testing, veterans center, and TRIO programs are/will be in ESB, the change in name better reflects the functions housed there.
- Science Building (SCI) to Community and Workforce Training (CWT). Currently, both campus and community members are confused about where to find Science, wondering if they need the new building (Bonnie J. Ford Health, Nursing, and Science Center) or the “old” building. Since the latter now primarily houses Community and Workforce Development (after its move in December to campus from the former Diamond Lake Blvd location), the new name is apropos. Facilities is working on appropriate signage for the change.

Note that naming opportunities (other than functional names) exist for the latter two buildings. Such naming possibilities, should they be brought forward, require approval by the Board of Education.

Communications and Marketing is finalizing updates on the campus wayfinding maps. Along with the building name changes, plans are to move visitor parking to Jacoby (so that visitors are more likely to walk by the wayfinding map) and change the Del Blanchard parking to staff.

5. SUMMER FACILITIES IMPROVEMENTS

In addition to the usual deep cleaning and routine maintenance scheduled in the summer, upgrades will be done in Whipple, mostly with Center Stage. A class in Wayne Crooch will be modified for use primarily by theatre students. Several offices in Student Services are moving to accommodate the changes in Student Services and Enrollment Management.

6. OCCA LEGISLATIVE ADVOCACY

As part of the Oregon Community College Association (OCCA) strategy to prepare for the next legislative session, an advocacy plan is being implemented. Each community college has identified a Campus Advocacy Coordinator (for UCC, that's Tiffany Coleman). The campus advocacy coordinators will be the primary point of contact for each college's efforts around legislative advocacy leading to the 2019 legislative session. The primary focus of these efforts will be preparing for and executing the organizing and advocacy campaign around the (the Community College Support Fund-CCSF. OCCA will holding a training for the Campus Advocacy Coordinators on June 21st. The training will be hosted by Chemeketa Community College and address the topics of: Building a Campus Advocacy Coalition; Basics of Recruitment and Organizing; Building a Campus Action Plan; Lobbying 101 (Trainers training); and Basics of Campaign Media. After the training, SLT will discuss with Tiffany the UCC advocacy plan and will put together and train our campus advocacy team.

7. OCCA PATHWAYS TO OPPORTUNITY INITIATIVE

Guided by Mark Mitsui, President of Portland Community College, OCCA is starting a statewide "Pathways to Opportunity" (PTO) initiative aimed at positioning community colleges to better support low income students' college completion and transition into careers. The project will integrate opportunities to collaborate with state agencies, local partners, and national policy experts, and provide a venue to share promising practices. This work has been codified through legislation, HB 4043. UCC will put together a local PTO team of leaders, faculty, and staff who are part of our student services, Career Pathways, workforce, and other student success initiatives. Selection of a local leader and team will be coordinated through the Provost's office. \$20,000 has been allocated to each community college for travel expenses and local work.

8. GOVERNANCE

College Council is currently conducting an evaluation of the new governance system that was implemented this year. Feedback has been sought from the multiple governance councils. Based on the analysis of the feedback, College Council will make recommendations for adjustments to system. We anticipate formal training this fall to make governance more effective.