

President's Report to the Board of Trustees

February 8, 2017

1. Legislative news:

- a. We will send a UCC group to the Ways & Means Committee Roadshow in Eugene, 1 of 7 sites, on Saturday, February 25, 1-3 p.m. at Lane Community College. We'll encourage as many people as possible to attend, wear UCC apparel, and show support for funding of education. The hope is to have a faculty member, an industry partner, a Board member and two students speak for 2-3 minutes each.
- b. Jason, Susan and I will also participate in Legislative Days in Salem on March 22 and 23.
- c. OCCA will air a webinar, The Legislative Process 101, on February 21 at 11 a.m. Subsequently, the webinar will be available on their website for viewing.
- d. Monday phone calls from OCCA:
 - Joint chairs budget is a few million dollars above the \$550M proposed by the governor; Co-chair Devlin recognizes that the funding is inadequate but disagreed that the budget should be 634M as requested by OCCA.
 - Oregon Promise was only funded at \$20M instead of \$40M.
- e. OCCA reviewed the 1500+ proposed bills, and with input from CC presidents has ranked them in terms of significance to CCs; will advocate for the highest priority bills.
 - SB 55 – Removes \$10M annual limit on Oregon Promise. Andrea Henderson testified that CCs would like GPA requirement and \$50 copay removed, but also indicated our priority is for the Community College Support Fund and the Oregon Opportunity Grant to be funded before additional funds are appropriated for the Oregon Promise.
 - SB 8 - bill to permit merger of CC and university; will work to address issue of mission in bill; bill is from Senate president
 - SB 138 – establish career and technical pathways from HS to college
 - SB 143 – Create or expand Veterans Resource Center; no funding available
 - SB 207 – requires college credit for students achieving a score of 3 on AP exams; is actually a part of accreditation and not a legislative responsibility
 - HB 2152 – allows SBDCs to use grant funds for outreach and marketing
 - HB 2311 – higher ed goals for Oregonians – changes 40-40-20 to only those in pipeline; OCCA objects to not applying to adults
 - HB 2382 – coordinate DOE with FFA for ag ed success
 - HB 2410 - Directs Housing and Community Services Department to develop and implement pilot program to provide certain community college students with affordable housing and services.
 - HB 2488 – prioritize National Guard for Oregon Promise - large expansion with no funding
 - HB2565 – priority enrollment for veterans; currently in statute buy language is muddled; only for colleges with priority enrollment system

- HB 2666 - Gives community college recognized student government authority to establish, process, and allocate mandatory incidental fees, subject to refusal under certain circumstances – oppose unless amended
2. Equity Leadership Summit – Ten members of UCC’s Senior Leadership Team attended.
 - a. HB 3308 directed HECC to convene a workgroup of stakeholders to analyze and develop recommendations for addressing issues of equity in higher education.
 - b. Bill was direct outcome of students sharing their concerns and describing times where they experienced microaggressions, racial slurs, and inappropriate stereotypes in Oregon colleges.
 - c. Discussion and sharing of examples regarding how to view campus operations, strategic planning, and student success practices through an equity lens
 - d. Beginning discussion.
 - e. Here – looking at bringing in speakers (UCC grads, experts from neighboring universities and colleges) to engage faculty, staff and students in discussions about race and equity matters.
 3. Accreditation
 - a. Northwest Commission has accepted our fall report on the academic freedom and hazardous waste policies.
 - b. Spring reports will be submitted by the end of this month, and include work on governance, mission and core themes, transparency regarding resource allocation, and collaboration to achieve mission. Work has been done by committees and task forces that have diligently sought input from campus.
 - c. Framework for a new governance model has been submitted to me; I’m preparing feedback for the task force which will then proceed to add details to the plan.
 - d. Revision of the mission statement (not our mission) will come to the Board after further approvals on campus. Core themes have been streamlined and are better aligned with the mission.
 4. Dashboard – This week the IT staff are receiving training from a provider regarding a dashboard that will be available soon. Staff will be able to make changes to the dashboard as the Board continues to examine the types “30,000-foot” data to be regularly reviewed.
 5. Student success – March 1, Elizabeth Cox Brand, executive director of the Oregon Student Success Center, will be here. We are organizing groups to meet with Elizabeth throughout the day to discuss our student success efforts – especially challenges, and what sorts of help we may be seeking.
 6. Provost search. Incredibly organized and diligent search committee. Info on website. Eight Skype interviews scheduled for February 16/17. Final interview in first half of March; decision before spring break.
 7. Information reports from members of the senior leadership team – any questions for them or for me?

INSTRUCTIONAL BOARD REPORT

February 2017

Jason Aase, Interim Vice President

- The accreditation team has been diligently working on preparing the spring ad hoc and the year one reports for submission. The team is very grateful for the work that has been accomplished across campus relating to the concerns raised by the Commission, and we recognize that we could not have done our job without everyone's help and input.
- We are reviewing and updating policies, as well as identifying gaps where policies need to be created.
- We are analyzing and adjusting the operation of Curriculum Committee and Instructional Council in order to more fully carry out the important work of the college – not only the quality of the curriculum we offer, but the many important local, regional, and national issues impacting UCC.
- Debi Gresham continues excellent work with regard to outcomes and assessment. This critical work will allow us to improve our services as well as track success.
- We eagerly anticipate sending a small team to the upcoming accreditation training offered by the Northwest Commissions on Colleges and Universities (NWCCU). This is invaluable training surrounding accreditation, and will assist us in the continual process of accreditation.

College Transitions and eLearning; Missy Olson, Director of College Transitions and eLearning

- Submitted grant for GED Wraparound Services from the State of Oregon to provide for GED testing fees, transportation, childcare, and program marketing.
- Facilitated brainstorming session on developing a professional learning community during the faculty winter in-service.
- Working on a proposal to continue having UCC act as the fiscal agent during 2017-2019 for the Oregon Community College Distance Learning Association (OCCDLA) Administrative Assistant.

UCC Online

- Facilitated Technology Tool Session at Winter In-Service and working to develop a schedule of peer sharing sessions about various classroom technologies.

Academic Partnerships

- Met with North Douglas High School principal and dual credit instructors.
- Assisted high schools with winter term registration.
- Worked on Career Pathways marketing efforts through printed materials and video production.

Adult Basic Skills; Andre' Jacob, Department Chair

- Partnered with Seven Feathers to offer GED classes for their interested employees.

Arts and Sciences Division; Martha Joyce, Interim Dean

- Submitted application to the Fulbright Program to host a Foreign Language Teaching Assistant (FLTA) for the 2017-18 academic year. If granted, the FLTA would teach classes at UCC in their native tongue as well as take classes from UCC.

Fine & Performing Arts:

- An Angel Donor and other theater supporters participated in a matching grant initiative for the Theatre Department, raising \$10,000.
- The Art Gallery is seeking funding from the Ford Family Foundation to replace current lighting with energy-saving LED lamps, to replace the 30+ year old sculpture stands, and to provide portable seating for gallery events.

Science

- We welcome Shauna McNulty, our newest FT faculty hire. Shauna is teaching Anatomy and Physiology, and we are thrilled to have her here!

Career & Technical Education; Jesse Morrow, Dean of Career & Technical Education-

Engineering & CIS; Clay Baumgartner, Department Chair

- A Forestry and Natural Resources Summer Employment Fair was held at the Lang Center on Tuesday, January 24, 2017. This event connected UCC students with summer employment opportunities in Forestry and Natural Resources career fields.
- UCC's annual Explore Event is scheduled for March 15th. The focus of the Explore Event is for students from middle school to college age to learn about potential careers and educational paths. Over 300 people attended last year's event, and it has been moved to the UCC gym in order to accommodate the large crowd.
- Two UCC surveying students are traveling to Portland this week to attend the Professional Land Surveyors of Oregon annual conference.
- Clay Baumgartner will be a judge at the Southern Oregon Lego Robotics competition on January 21st

Community & Workforce Training; Robin Van Winkle, Director

- Community and Workforce launched the Enrole Registration system to take non-credit enrollments on November 7, 2016. Since that time, we have taken 495 enrollments in the system with 36% being done online.

Library and Success Center; Carol McGeehon, Director of Library & Success Center

- Questions concerning UCC library services increasing due to the Douglas County Library System budget closure announcement.
- Students are utilizing the new study rooms, where each has a large monitor and table/chairs.
- Accreditation website is being updated and the past accreditation reports and meeting minutes are available in a library research guide for accreditation.

The Southern Oregon Wine Institute; Andy Swan, SOWI Co-Director

- We are completing the quarter 3, year 3 reporting for the JRWA (Jobs, Ready, Willing, and Able) Grant through the AACCC (American Association of Community Colleges).
- Andy Swan and Martha Joyce attended the WDI conference.

Assessment Report; Debi Gresham, Assessment Coordinator

Assessment Reports

- 54% of faculty submitted Assessment Reports for fall term, and faculty who did not submit for fall term have been asked to submit for winter term.

Catalog

- Reviewed program catalog pages (AS, AAS, and Certificates) to ensure outcomes are included and in a consistent format.

Institutional Outcomes (Universal Student Learner Outcomes)

- Worked in collaboration with Instructional Leadership Team to revise outcomes 5 and 7.

Program Outcomes

- Worked with faculty across campus to identify program outcome changes and presented changes to Curriculum Committee for review.

Syllabus Template

- Working with other faculty and UCC Online to develop a standard syllabus template to ensure outcomes and other important information are included in a consistent format.

Exit Interviews

- Met with Exit Interview team to begin planning graduate exit interviews for this year.
- Data gathered will be used to assess the Universal Student Learner Outcomes and gather information on students' post-graduation plans.

Student Services
February 8, 2017
David Farrington, Interim Vice President & Registrar

Student & Enrollment Services- David Farrington, Interim Vice President & Registrar of Student Services:

- In support of accreditation standards to secure records enrollment services continues to go paperless by scanning office files for the upcoming summer move.
- The governance taskforce continues their work on the reporting structure. The report should be to the president in the next couple week.
- Marjan Coester has been assigned to the policy committee as the student services representative. They are currently working on out dated policies.

Advising, Testing, & Accessibility Services, Brian Tiemeier, Director

- Advising: Reached out to 896 'applied but not enrolled' FA16 potential students:
 - 43.4% (389) no response
 - 13.6% (122) unable to contact (no answer/voicemail, no number)
 - 11.5% (103) unable to contact (wrong number, number no longer in service)
 - 5.1% (46) didn't want to talk
- Testing: Almost finished implementing agreements with fifteen (15) local high schools to provide placement testing at those schools for their students.
- Accessibility Services: Happy to have the revised Animals on Campus policy, with Service Animals/Emotional Support Animals procedures, approved.

Educational Talent Search / Upward Bound , Matthew Droscher, Director:

- Educational Talent Search- Current participant number is at 557 students, and continue to get a slow influx of applicants.

One of the newest activities is one called IMPACT, working with students on academic supports and mentorship. Initial responses to IMPACT have been good and students report being pleased.

- Upward Bound- Current participant number is at 49 students, with staff still actively recruiting.

Upward Bound is busy working hard with students as they get through semester finals, and staff are guiding students towards college preparedness well. This is also the time Upward Bound begins preparing for Summer Academy and related summer activities.

Student Life and Campus Engagement, Marjan Coester, Director of Student Life and Campus Engagement:

- ASUCC Leadership Team: Is currently seeking to fill an officer position and senators positions.
 - ASUCC Activities (end of Fall, beginning of Winter):
 - Governance Forums
 - Welcome to Winter
 - Club Fair
 - Spirit Events (in conjunction/collaboration with Leadership UCC)
 - Members of the Board will be attending the Annual Northwest Student Leadership Conference at the end of February
- Peer Mentors:
 - Are assisting Campus Mental Health, Recovery and Wellness with several of the Wellness Workshops
 - Developed an informational display for Holocaust Awareness Day (January 27) and are looking at a larger event for Days of Remembrance in April.
 - Are hosting information and assistance tables in the Student Center and Success Center
 - In collaboration with the Student Ambassadors are working collaboratively on the Blood Drive (January 31, February 1)
- Student Life: Has developed and shared information regarding Dr. Martin Luther King Jr commemoration, Inauguration Day, and Holocaust Awareness Day

- UCC Scholars: The application for the fourth UCC Scholars Cohort (2017-2019) opened on January 30. An informational night was held at UCC on January 24.
- Student Veterans Center: Will be holding a Fly Fishing Workshop for student veterans and their families

Financial Aid – Michelle Bergmann, Director:

- Our office has the first batch containing over 1,500 FAFSA applications for the 17/18 FAFSA year. We anticipate bringing in the next batch the beginning of February.
- Our packaging for 16/17 is up to date after an influx with the beginning of winter term. 1,708 awards have been processed to date up 141 from the 15/16 aid year.
- Several Financial Aid staff will be attending the annual Oregon Association of Student Financial Aid Administrators (OASFAA) Conference from February 1st thru the 3rd. This is a fantastic training opportunity for staff with the latest Federal updates provided by the US Department of Education, OSAC (Oregon Student Access and Completion) updates along with numerous other training opportunities.

SSS / Transfer Opportunity Program – Caroline Hopkins, Director:

The Transfer Opportunity Program – Student Support Services/TRiO operates on an annual cycle that begins September 1 – August 31. SSS / TOP is funded to serve 160 participants with an annual budget of \$269,486. TOP objectives are related to student persistence, good academic standing, 2-year graduation rate, and 2 year transfer rates.

- 3 TOP students have submitted applications to University of Oregon’s competitive Family and Human Services program for fall 2017. They will find out if they are selected for interview March 2017.
- Feb. 3, TRiO students will travel to the University of Oregon for a campus visit and we will also attend a talk by Ta-Nehisi Coates, a nationally renowned speaker and correspondent for the Atlantic.

13 TOP students are enrolled in a new non-credit experimental course created and delivered by Paula Usrey and Susan Rochester combining Art and goal setting to keep students focused on their futures.

Ford Childhood Enrichment Center, Nora Bing, Director:

- 61 children enrolled (including 4 sets of twins)
- Immunization report completed for Douglas County Health Department
- 6 Early Childhood Education students doing practicum work at the center. Mentored by UCC ECE graduates, students plan lessons and observe and evaluate.
- FCEC partnership with Douglas ESD provides space for Early Intervention classes and allows for collaboration between FCEC staff and EI specialist

Campus Mental Health, Recovery and Wellness, Mandie Pritchard, Director:

Wellness Workshops: Our wellness workshops are designed to promote student success by engaging student in the campus community, find a sense of belonging and promoting resiliency. Workshops are offered weeks 1-9 on Wednesdays at noon and Thursdays at 2 pm in ESB 9 or 15. January workshops include:

- Discover Your Community Resources: Common campus and community resources CMHRW is referring students to access
- Balancing College Life: Helpful tips to address time & stress management and self-care
- Substance Abuse & Co-Dependency: Signs and symptoms; when and how to get help

Resilience: Moving to Post-Traumatic Growth: Dr. Eric Gustafson with Reliant Behavioral Health will be provide two 2-hour seminars. Participants will be able to identify the varying nature of post-trauma experiences; discover emerging science of post-traumatic growth; and learn research-based resilience strategies to:

- Improve one’s relationship with daily and life-altering stress
- Recognize the cost of stress-avoidance mindsets
- Adopts resilient mindset skills
- Promote community resilience
- Identify personal meaning and paths to healing in the wake of tragedy
- Move from post-traumatic stress to post =-traumatic growth

FINANCIAL SERVICES BOARD REPORT

February 2017

Rebecca Redell, Vice President of Financial Services/CFO

Policy review and development has begun in earnest. The main focus has been on those policies that have not been reviewed in the last five years. Staff have been supporting accreditation efforts by serving on committees and writing reports.

Purchasing; Jules DeGiulio, Purchasing Administrator

- Custodial Supplies: Completed program evaluation and entered into an agreement with Walter E. Nelson Co for all Custodial Supplies and Service as of 1/1/17. This is a change from Coast Wide Supply. Pricing is based on a Cooperative Price Agreement and is estimated to save \$16% over previous year. It is set as a renewable contract to be evaluated annually.
- RFB for Chiller/Cooling Tower: Request for Bid for the replacement Chiller and Cooling Tower was approved by legal review and published to the marketplace on 1/19/2017. Bidders will respond by 1/31/17. Target to receive equipment is 4/15/17.
- Financial Audit RFB: Purchasing Administrator is working with the Finance Director and the Foundation to draft the proper Solicitation document for this service.
- Snyder Reconstruction: Design Documents in final phase with the Architect. Construction Documents in process. Discussions have commenced around the type of construction contract to best suit the project. Timeline to publish the construction Solicitation is no later than early April.

Finance Office; Natalya Brown, Director of Accounting and Finance

- 1099 MISC forms were issued to vendors and reported to IRS.
- 1098T forms are complete and are available to electronic retrieval/mail delivery.
- Finance office is in the process of finalizing single audit report requirement with the Federal Audit Clearing House, EMMA (Electronic Municipal Market Access system), SAM, etc..
- RFP is being developed to seek audit services effective 06/30/2017 as our current contract ended.
- Flat rate tuition group discussions are continuing for UCC.
- Recovery grants have been reviewed and reimbursement requests/reporting issued to the State.
- Draw No.7 (pre-final draw) has been submitted to the State of Oregon for reimbursement of the expenses for the Bonnie J Ford Health, Nursing and Science Building.

Bookstore; Micque Shoemaker, Bookstore Manager

- Book sales for Winter Term have wrapped up.
- Requests to Faculty for Spring Term course materials adoptions have been distributed via VERBA.
- Sourcing for Spring Term course materials has begun with a focused effort on obtaining as many used textbooks as possible for students.
- Pin pads attached to the POS system are being upgraded to accept credit cards with the chip technology.
- The second wave of the Student Watch Survey will be emailed to students during the weeks of February 13th and February 20th.

Special Events, Greg Smith, Food Services Director

- Participation in preliminary meetings regarding Shrek production by UACT in the summer and the possibility of a Little Mermaid production in 2018.
- Possibility of 'The Grinch' in December and a production of White Christmas.
- TEDX Talk co-sponsored by the Foundation in August.
- Women's Health Event in HNS booked by Mercy Medical and co-sponsored by Community Ed for April.
- Bridal show booth successful with samples of our more popular appetizers and leads on Event Center weddings.

INFORMATION TECHNOLOGY BOARD REPORT

January 2017

Dan Yoder, Director of Information Technology Department

In addition to our normal support service work –

Network Support Team

- Installed the new network server system and network storage in the computer room. Transition to the new equipment is scheduled for the 1st week of February.
- Phase 1 and 2 of the network fiber installation is complete. 2 more phases to go!
- Public Address System planning is in progress.

Desktop Support and Media Services Team

- Update the Testing Lab's located in the Campus Center and ESB buildings with new PC's

Instructional Lab Support and Team

- Assisted the Tittle III Coordinator with compliance reporting for the 2015-16 academic year.
- Solved the virtual lab CASAS testing software problem so students can use virtual computer labs to accomplish these tests.

Information Systems Support Team

- Banner has been updated with required beginning of the 2017 calendar year patches and updates.
- Project to automate the Oregon Financial Aid transcript exchange system is in progress.
- Added operational reports to the Crystal Reports menu in support of 1098T generation and other operational matters.

Applications Support (Facilities Scheduling, TutorTrac, AdvisorTrac, Manage Engine – Help Desk Software, etc...)

- Support staff are scheduled for training in support of the Campus Help Desk systems.

Institutional Research, Xiana Smithhart

- Completed the IPEDS Graduation Rate Graduation Rate 200% Survey reports.
- Provided Math placement test analysis data
- Assisted grant funded programs with compliance analytics

College Web Support

- Presented example of Google analytics related to applications for admission to Presidents staff
- Streamlined Home page by reducing the amount of links in the Resources & Services dropdown menu
- New pages in High School Connections section of the website and added new graphical navigation
- Added Maddie Gidcumb testimonial video to UCC YouTube Channel and UCC Foundation website
- Added web page dedicated to Provost Employment search. Has received 200 page hits since launch

HUMAN RESOURCES / PAYROLL BOARD REPORT

February, 2017

Lynn M. Johnson, Director of Human Resources

Human Resources

- To assist the College with accreditation initiatives, the Human Resources Department hosted new employees to a newly formatted New Hire Orientation. The event was held Thursday, January 26, in The Bistro. Invited were 25 guests; 15 attendees; a 60% show rate. The goal is to reach-out to the new hires sooner, which is intended to improve the show rate. Recommendation to offer refresher sessions was made, and the Team will incorporate in the calendar this quarter.
- Recruitment for the Provost position continues. January 30, candidate screening for first round interviews was held by the Selection Committee. Director of Human Resources offered recommendations based on strategic planning through an equity lens.
- Work has begun on the annual human resources IPEDS report, due April 12, 2017.
- Accreditation project work continues. HR Generalist Kelley Plueard is working on the Governance recommendations.
- SafeColleges for Student modules under consideration with the Senior Leadership Team to assist with the recovery efforts and safety training at the College.
- NeoGov integration with Banner project work continues in partnership with Information Technology. These upgrades will assist the College in the accreditation requirements towards updated evaluation tools, better on-boarding of employees, and streamlining of the hiring process.
- HR Director attended the HECC Equity Leadership Summit in Salem January 18. This knowledge will better assist the Director in leading the team with a stronger equity lens, thus assisting the College with strategic planning.
- HR Director attended Quarterly HR Managers/Directors and Business Officers meeting, Lane Community College, January 26-27. Discussed were topics such as the Fair Labor Standards Act new overtime rules and how it is affecting our institution, EEO/Affirmative Action plan, I-9's and the potential of E-verify mandate (UCC already uses E-verify), and post retirement work options/agreements for PERS retirees.

Payroll

- Cross Training of Payroll Assistant continues successfully and on-track with established timeline. Training completion target is March 2017. This assists the College with secession planning in the Payroll Department.
- The following documents and or reports were prepared or in process:
 - W2 processing - completed January 23
 - Quarterly State and Federal reports – completed January 20
 - Affordable Care Act (ACA) 1095-C – in process / Due March 2
 - PERS Reconciliation due March 5, 2017 – in process/on track

FACILITIES & SECURITY BOARD REPORT
January, 2017
Jess Miller – Director of Facilities and Security

Maintenance

- Continue preventative maintenance on all HVAC systems. (Filters, oil, belts, grease, calibration, etc.) 18 systems complete and 4 to go.
- Modular removal Completed.
- Continued installation of Soffit LED retrofit.
- Work requests include 117 requests with 110 complete and 35 pending.
- Coordination of space committee campus wide good progress.
- Coordination of space committee for Industrial Technology and backfill continued.
- Chiller out for bid, plans for installation continued.

Custodial

- Assisting in bad weather mitigation.
- Many special event set ups.

Grounds

- Assisting in bad weather mitigation.
- Landscape on the back side of Bonnie Ford Center – Gabion Rock bank with trees for stabilizing bank and aesthetics continues... delayed due to bad weather.
- Pruning some of the larger trees completed beginning stump removal.

Security

- Provided training of all part time faculty in ALICE emergency response training.
- Continue to work on identifying further security measures. Assist with taskforce to identify needs on campus for second legislative ask.

Construction

- Landscape near completion awaiting contractor's return, weather permitting.
- Working with Mahlum to continue construction drawings and prepare for hard bid.

Note:

I want to extend an invitation to see drawings of the new Snyder Hall building design located in the lobby of the Del Blanchard Welcome Center. This design was developed with Mahlum Architecture, and our Snyder Hall Oversight Taskforce for the design process. This was a taskforce consisting of Faculty, Admin, Classified, Board of Trustees, Students, Foundation, and other community members. At this point, Schematic Design and Design Development documents are wrapped up and we are moving into the construction document phase.

Mahlum Architecture has been working continuously to provide the documents necessary to open bidding for construction. We met a delay as UCC made a decision to designate a contractor we believe would do a great job and shared a commitment to this project. Unfortunately, after review of estimates and conducting a follow up third party estimate, it was determined UCC would need to extend solicitation for a competitive bid. UCC will advertise for bids from March 6-19 with the decision being made no later than the 19th of March. The anticipated date of completion is March 2nd of 2018.

COMMUNICATIONS AND MARKETING BOARD REPORT

January, 2017

Tiffany Coleman, Director of Communications and Marketing

January has been declared "Get to Know You" month in the Communications and Marketing Department. The department is transitioning leadership from Anne Marie Levis to the new director. We are currently focused on getting to know each other, refining internal processes, and working to create efficiencies.

Marketing Materials

Production is wrapping up on the Spring Quarterly Schedule. The current piece is 56 pages. It will be sent out to roughly 50,000 households in Douglas County, and will begin arriving in homes on February 15. This is a great way for us to showcase what is happening at UCC. Moving forward, we will place more emphasis on telling and showing student success stories. Given the widespread reach of this valuable touchpoint, we want to make sure UCC is putting its best foot forward. After this publication is out, we will go through and identify some of the areas within it that are targeted for improvement.

UCC Website

A priority has been placed on cleaning up the UCC website in order to make it more user friendly and appealing to our internal and external communities. Art Lucero, UCC's webmaster, recently presented the Senior Leadership Team with a web metrics presentation. By using Google Analytics, we will be able to hone in on trends, demographics, and areas for opportunity on the website. The website, which is UCC's most important, tangible marketing tool, will be an area for continuous improvement.

Imagery

We will soon begin the process of improving our campus photo library. The goal is to get away from using stock images in publications, on the website, and in social media postings. We want our brand to be reflected in the use of our own people/students.

Marketing Tools

The team has spent the past few months creating templates that faculty and staff can use as part of self-service marketing tools. A variety of templates can be used for creating flyers, posters, social media posts, and web announcements. A copy that contains a number of samples is attached with this report for reference.

UCC FOUNDATION BOARD REPORT
February 2017
Susan Taylor, Executive Director

2016-2017 Board Goals and How the UCC Foundation is Addressing Them:

- Support President and staff efforts with accreditation, strategic planning, governance changes, and policy development.
 - The Foundation ED participated in the Higher Education Coordinating Commission Equity Summit in Salem with the Senior Leadership Team. We learned many strategies that will be applicable to weaving equity into our systems during the strategic planning process.
 - The Foundation staff, with others in attendance, held a three-hour governance discussion at the end of 2016 to provide useful feedback to the governance committee.
 - All Foundation staff are involved in policy development as active members of College Council, the Policy Committee, or SLT.

- Support continued recovery efforts.
 - Foundation staff are liaising with Senator Jeff Kruse's office regarding the 2017-2019 Biennium Recovery Request. **Senate Bill 653** is our request in the amount of \$504,300 for continuation of funding for security patrol positions and IT network systems security specialist.
 - April and Susan are assisting Mandie Pritchard in her efforts to request the next U.S. Department of Education Project SERV (School Emergency Response to Violence) grant for continuation of recovery-related staffing.
 - Ellen continues to be UCC's representative on UCC Strong, and participates in CHART.
 - Some funding from the Legacy Ball was set aside for the UCC Memorial.

- Map current student success efforts and gaps; work toward integrating efforts and tracking progress toward increased student success.
 - The UCC Foundation 2017-2018 scholarship season opens on February 1st! With the lead from the UCC Foundation Scholarship Committee and Honey McNamara, the Scholarship and Donor Relations Coordinator, the Foundation awards approximately \$500,000 in scholarships to students in addition to the outside agencies that support UCC students as well.

- Additional News:
 - The UCC Foundation is planning a Retiree Luncheon at 11:30 AM on Tuesday, March 14th for UCC retirees to have a chance to meet Dr. Thatcher and reconnect with friends.

UCCPTFA Board Report

February 2017

Jeri Frank, President, UCCPTFA

The part-time faculty appreciated the safety training presented on January 23. Some faculty members would also like to see follow-ups in the future with an active participatory component.

An informational packet for part-time faculty is being formulated so that people will have more convenient access to basic necessary information, especially when they are first starting their employment at UCC. Dustin Cosby, one of our Executive Committee members, is heading this effort and coordinating with Human Resources.

We are planning our winter term General Membership meeting in March. We have a continuing commitment to keeping our members informed and involved.