

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

January 2017

Jason Aase, Interim Vice President

- Work continues on our upcoming accreditation reports, with the team actively working on the many facets of both the Spring Ad-hoc report and the Year One Self-evaluation. Both reports are due March 1st. The team has been invaluable in this process!
- Assessment of student learner outcomes will remain a permanent focus at UCC. Debi Gresham continues her important work in guiding the process of creating and assessing measurable outcomes.

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

- Met with Susan Buell at UTE about new Title II competition as it relates to partnerships and WIOA.
- Participated in the Governance Task Force: compiled surveys into PowerPoint for Open Forums in January developed an idea for a new model.
- Developed and sent out Dual Credit Articulation Meeting invite to both UCC faculty and HS faculty.
- Presented and attended the HS Connections Day.

Arts and Sciences Division, Joyce, Martha, Interim Dean

- The fine and performing arts department featured art exhibits, musical events, plays, and numerous other related activities that brought more than 1,200 people to our campus.

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

- 2017 Perkins Grant – We have spent \$82,000 of the awarded \$133,467. The majority of funds have been spent on equipment, with some professional development also being utilized.

Small Business Development Center/UBC; Catterson, Debbie, Director of SBDC/UBC

- Roseburg Area Angel Investors Network
 - Thirteen launch state contestants with four finalists
 - Scout Military Rewards App for Veterans and their families- awarded \$150,000
 - Concept Stage Contestants
 - SBDC clients – eleven local companies
 - Five concept stage finalists
 - Concept Stage Winners: Wrappin-n-Rollin \$5,000+gifts, and Simple Screens, Dr. Jay Richards \$2,500
- Latino Outreach Program
 - Creates outreach into the community to establish assistance through the SBDC for services not currently offered due to language and cultural barriers identified.
 - Portable Grant Funds Received \$15,000 to be used to hire a person to head up the outreach program for Douglas County.

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

- Preliminary pricing for moving into a standalone SirsiDynix library computer system in case the Douglas County Library System closes.
- The next purchase of furniture for the Learning Commons is being researched.
- Library Director attended the Oregon Leadership Summit 2016 in Portland on December 5, 2016.
- Tutor Training for Success Center Staff (TRIO tutors are invited as well) is scheduled for January 5th and 6th, 2017.
- Supplemental Instruction will be provided in two different sections of developmental math, one section of expository writing, and one section of Anatomy and Physiology.

The Southern Oregon Wine Institute

- Compared to last winter term, Viticulture & Enology enrollment for the upcoming winter term is up by 14 students, an unduplicated increase of 5 students and an FTE increase of 1.75.
- A recruitment luncheon is planned for January 25th involving a tour, informational sessions and recruitment to the V&E Program.

Student Services
January 2017
David Farrington, Interim Vice President & Registrar

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

- As part of the Title III project, advisors are now using the “Planner” as well as the degree audit. The “Planner” is a term-by-term academic plan designed for the students program of study.
- Applications for admissions for the fall term were equivalent to the previous fall; however, the yield rate for the applications (those who enrolled in fall) was down from past years.
- We now have over 600 students using the Enrollment Services Test Alert program. This is where students receive text alerts about important deadlines related to registration/graduation activities.

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

Both Educational Talent Search and Upward Bound programs work with a focus on assisting students by providing resources, college and cultural opportunities, and assistance in multiple forms to support them achieve their goal of getting into the college or university of their choice. Our biggest success is seeing a student move on to postsecondary education.

Upward Bound (current number of students in program- 48 and still recruiting)

December will be noted with the completion and submission of the program’s Annual Performance Review (APR). Meeting these objectives is an important measure of success, with average of our scores being applied towards the next grant application. This last year (2015/2016) was reviewed, with the following results:

| Student Goal | Students Served | Reached Goal | % Reached Goal | Objective Goal |
|--|------------------------|---------------------|-----------------------|-----------------------|
| Achieved 2.5 GPA or better | 66 | 58 | 88% | 77% |
| Standardized Test Proficiency | 20 | 20 | 100% | 70% |
| Promoted in or graduated from high school | 66 | 65 | 98% | 95% |
| Graduated high school while in rigorous secondary school program | 21 | 11 | 52% | 60% |
| High school graduates enrolled in postsecondary education | 21 | 15 | 71% | 70% |
| Completed postsecondary education in 6 years (new tracking) | 1 | 1 | 100% | 68% |

Educational Talent Search (current number of students in program- 552 and still recruiting)

December noted the completion of the program’s Annual Performance Review (APR). ETS was able to serve more students than designed, serving 601 students while funded to serve 592, or 102%. For the 2015/2016 academic year, ETS was able to do the following:

| Student Goal | Students Served | Reached Goal | % Reached Goal | Objective Goal |
|---|------------------------|---------------------|-----------------------|-----------------------|
| Persisted (complete current academic year& continue to next year) | 399 | 394 | 99% | 96% |
| Graduate high school with regular diploma in standard # of years | 202 | 192 | 95% | 93% |
| Graduate high school & complete rigorous program of study | 202 | 123 | 61% | 38% |
| Enrolled in postsecondary education | 192 | 145 | 76% | 65% |

Congratulations for all of the hard work done by the students and the staff who support them!

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

- Twenty-six UCC Scholars participated in the Christmas for Kids shopping event at K-Mart on December 2; eleven Scholars participated in the gift-bagging event on December 4.
- ASUCC Leadership Team hosted the quarterly Study-In on December 3 and the finals week Stress Free Zone on December 5 and 6.
- UCC students and staff participated in the 2nd Annual Christmas Dinner for Homeless, Seniors, and Veterans at the Roseburg Senior Center. In addition to helping at the event, we provided \$500 (estimated value) in donated items of tents, tarps, gloves, socks, flashlights, water bottles and bags.
- Of the 44 students in the UCC Scholars Cohort 2 (2015-2017), six have earned 90 credits and have completed the program. In addition, 19 Scholars are on the President’s List and 14 are on the Dean’s List.

- Of the 62 students in the UCC Scholars Cohort 3 (2016-2018), 27 Scholars are on the President's List and 13 are on the Dean's List.
- The application for the fourth UCC Scholars Cohort (2017-2019) will open on January 30. An informational night will be held at UCC on January 24 at 6pm.

Financial Aid – Michelle Bergmann, Director:

- 16/17 Packaging is current with 1,629 students packaged to date.
- Currently have 1,600+ FAFSA applications for 17/18 in the hopper and hope to have them imported before break.
- Our office is gearing up and preparing for the processing of two aid years simultaneously.

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.

- Fall 2016 30 TOP students earned President's List and 17 earned Dean's list.
- Dec. 21st 12 children of TOP students (9 different families) will go Christmas shopping as part of the Krista Project. Each child gets to spend \$100 on toys. This money has been donated by local community members and the legacy of this project is thanks to TRiO TOP alumni Robert Johnson J.D.
- 15 students attended the OSU campus visit. We visited the Robotics lab and the Chemical ENGR lab.

Ford Childhood Enrichment Center, Nora Bing, Director:

- Currently 58 children are enrolled for winter term 2017
- 13 student parents were awarded CCAMPIS subsidies, and five student parents were awarded Ben Serafin/Lilja foundation grants. Praises to Leilani Simi-Allen and April Hamlin for their efforts helping our students. 12 eligible student parents remain on the waiting list for child care subsidy funds.
- Five ECE students continue practicum work at the center for winter term.

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

Winter Fest: Staff have been participating in the Winter Fest activities in the Resiliency Room to help alleviate end of term and holiday stress. Light hearted fun and interaction across campus have taken place December 16th, 19th, 20th, 21st and 22nd. A big thank you to the following who helped coordinated activities and participation: Justin Lott, Drew Wilkerson, Kindall Baker, Jason Lynch, KC Pearly, Cathy Chapman, Jennifer Smith, Tony Dicenzo, and Lindsay Murphy. And a big thank you to all our volunteers who made cookies or brought milk!

Mayo Clinic holiday stress and depression tips were sent electronically to students prior to finals week and to staff/faculty in the Umpqua Updates before leaving for break.

On campus help:

- UCC Campus Mental Health, Recovery & Wellness located in Educational Skill Building, Room 10. Monday-Friday from 8:00 am – 4:00 pm. You may call our main line at 541-440-7900 or 7900 from a campus phone. Walk-ins are welcomed and appointments are available.

Off campus or after hours help:

- Community Health Alliance (CHA): 24/ 7 crisis line 541-440-3532 or 1-800-866-9780
<http://www.co.douglas.or.us/health/MH>
- Mercy Medical Center Emergency Room: 541-613-0611 or go to the ER at 2700 Stewart Parkway, Roseburg, OR 97471
- Veterans Crisis number: Veterans and their loved ones can call 1-800-273-8255 and Press 1, chat online, or send a text message to 838255 to receive confidential support 24 hours a day, 7 days a week, 365 days a year.
<http://veteranscrisisline.net/>
- National Suicide hotline: Call us 1-800-273-TALK (8255). Connects you to a skilled, trained counselor at a crisis center in your area, anytime 24/7. <http://www.suicidepreventionlifeline.org/>

REMEMBER: If someone is in immediate danger, dial 911

FINANCIAL SERVICES BOARD REPORT
January 2017
Rebecca Redell, Vice President of Financial Services/CFO

Purchasing; Jules DeGiulio, Purchasing Administrator

- No Report

Special Events and Catering; Greg Smith, Food Services Director

Kudos to Events and Catering: Thank you Greg. The dinner was nothing but wonderful. Everyone enjoyed themselves and with the extra table, it was nice for staff to sit with the other families. Your food was awesome as always, and I'm sure we'll book again for next year. Thank you for everything!

Budget; Beth Jessel, Budget Manager

- No Report

Finance Office; Natalya Brown, Director of Accounting and Finance

- Finance office continues to review records for 1099 MISC and 1098T reporting due to IRS by January 31, 2017.
- The office finished Banner testing for the scheduled system upgrade.
- Finance audit review was moved to January Board meeting due to some delays encountered by the auditors.
- We are working on RFP seeking audit services effective 06/30/2017 as our current contract ended.
- I have been participating in the flat rate tuition group discussions researching possibilities for UCC.

Bookstore; Micque Shoemaker, Bookstore Manager

- Book sales for Winter Term began, in the store, on 12/12/16. Online sales began the week prior.
- We are looking at offering book buyback year round, rather than only four times per year. Research into the possibility of this is being done at this time.
- Last minute changes to winter term course material adoptions are being looked at and processed as quickly as possible. There is a possibility that some materials won't be available until classes have begun, due to the late changes.
- Policies and procedures for the store are being updated for review and approval.
- Bookstore staff have had the opportunity for communication training that will help us internally and provide exceptional customer service.

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.)
- Preparation completed of all instructional spaces for winter term.
- Modular removal Dec. 9th – 16th.
- Completing installation of Soffit LED retrofit.
- Work requests include 89 requests with 86 complete and 28 pending.
- Coordination of space committee campus wide.
- Coordination of space committee for Industrial Technology and backfill.

Custodial

- Holiday deep cleaning.
- Many special event set ups.

Grounds

- Grooming of the grounds
- Landscape on the back side of Bonnie Ford Center – Gabion Rock bank with trees for stabilizing bank and aesthetics.
- Pruning some of the larger trees completed beginning stump removal.

Security

- Preparing training of all part time staff and faculty in ALICE emergency response training.
- Preparing for training of all part time staff in individual buildings of procedures for emergency, evacuation, safe rooms and general information.
- 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.

HUMAN RESOURCES / PAYROLL BOARD REPORT

January, 2017

Lynn M. Johnson, Director of Human Resources

Human Resources

- NeoGov integration with Banner project work continues in partnership with Information Technology.
- Launch of the New Hire Orientation with first presentation to be held no later than January 15, 2017.
- Accreditation project work continues. HR Generalist Kelley Plueard is working on the Governance recommendations.
- SafeColleges for Student modules under review.

Payroll

- Cross Training of Payroll Assistant continues successfully and on-track with established timeline.
- The following documents and or reports will be prepared by the January 31, due date:
 - Affordable Care Act (ACA) 1095-C
 - Completion of year-end reporting
 - W2 processing
 - Quarterly State and Federal reports

INFORMATION TECHNOLOGY BOARD REPORT

January 2017

Dan Yoder, Director of Information Technology

In addition to our normal support service work –

Network Support Team

- Finalizing work with vendors quoting server farm and network storage updates
- Nearly completed switching non-speaker phones for speaker phones in support of implementing a public address system
- Continue to resolve copper wire issues for fax and burglar alarm systems related to the deconstruction of Snyder Hall.

Desktop Support and Media Services Team

- Preparing to update the Testing Lab's located in the Campus Center and ESB buildings.

Instructional Lab Support and Team

- Welcome Christine Case our new Title III Instructional Computer Lab Specialist
- Updated all lab software in preparation of Winter term

Information Systems Support Team

- Preparing for yearend reporting
- Implemented required yearend tax, compliance, and payroll systems updates and patches

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

- Preparing to roll all 3rd party systems forward to Winter term

Institutional Research, Xiana Smithheart

- Prepared to present the 2015-16 Annual Enrollment report
- Working on Winter schedule of federal and state compliance reporting
- Working in partnership with programming staff to implement required changes for state Student and FTE reporting systems

College Web Support

- Continued to refine initial pull down menus on the college web pages
- Provide support and training for Community Relations staff

COMMUNICATIONS AND MARKETING BOARD REPORT

January 2017

Anne Marie Levis

Overview: December was both a busy yet quiet month for Communications and Marketing. We finished the Winter Campaign for enrollment to great results, continued some new initiatives (daily campus email updates and website updates) and worked towards having an online graphic template form for internal departments to use in enabling them to access marketing services.

The following gives a bit more details to the work done in our department in December:

Public Relations: December was a quite month for media attention. Dr. Thatcher did an interview on KQEN's daily news program with Kyle Bailey. The program consisted of an interview to update the community on UCC and Dr. Thatcher's work since she began her position in July. While things have been quiet, we are preparing for the release of the police report for the October 1st events.

Marketing efforts: We are working on several foundational pieces for marketing to assist with the new director of the department when she begins her position at UCC. The first initiative is wrapping up some significant improvements to our website. We have been working on an improvement plan on website operations since summer and have made great strides in making our website more usable and items easier to find. The final main improvement we will finalize in January is the simplification of the "resources and services" menu item on the homepage of the UCC website. The current menu has more than 60 items in it, which is not best practices for having items be findable on a site. We have developed a new menu to minimize the links to no more than 22 and have organized them in a more intuitive way. We are informing the campus of the changes then will implement it in January.

Second, we have been developing a template-based online request form for marketing work. Many of the requests for marketing help focus around brochures, website promotion graphics, posters, press releases, and flyers. We have developed quite a few options for different templates that can be used by internal departments. This will enable UCC's only graphics person to cut down on creating a new design for each event or marketing effort. With this system, we aim to create a more efficient online process while also giving more support to the different departments on campus who are not able to currently access marketing help.

Third, we hired an outside photographer to take some photos of students and headshots of our library team with the hope that we could use these in our marketing efforts in 2017. The photographer was able to get some ok photos (with some extensive art direction) of students and good headshots of our library services team. While these photos are ok for simple uses, they are not of high enough quality for our website and billboards. Fortunately, the cost was low for these photos but the time to get the photos was long and the effort needed to put into this was not as efficient as we hoped. It will be important to find a more simple way to get good photos on our campus for our marketing in 2017.

Finally, our winter marketing campaign had great results! We advertised on billboards and transit bus boards but again, pushed more of our advertising efforts towards online mediums such as Facebook, Google and Instagram ads. Our overall campaign messaging targeted prospective transfer students and career and technical students. Media included a mix of static display ads and photography to garner attention and drive people to our website to begin the process of enrolling on our campus.

Here is an update on the campaign:

Dates: October 31, 2016 – December 16, 2016

Total Website Clicks/Video Views (traffic directed to Umpqua.edu): 16,815

Total Impressions: 542,475

Average Click-Through Rate: 7.76%

Average Cost Per Click: \$0.48

Average time spent on www.Umpqua.edu: 1:24 (this is an increase from previous campaigns)

Total users directly referred from our campaign (Users who began the online application): **22**

Total application since the advertising campaign began (including direct referrals, bus ads, radio ads, social and digital): **608**

- For example, if just 10 of these people convert to full-time students, they will generate an estimated \$30,000 per term or \$90,000 for one year in tuition and fees (based on approximately \$3,000 per term)

UCCPTFA Board Report

January 2017

Jeri Frank, President, UCCPTFA

After an active fall term of negotiating our contract and having increased participation in the Association, we're starting the New Year with optimism toward UCC leadership and our teaching responsibilities in winter and spring term. We hope to continue having increased involvement of Association members in all areas of the college. We will continue to work hard in our major teaching role at UCC, with student success as our first priority.

We feel that safety training is important for all of us on campus, and we hope to benefit from the scheduled January 18 training session.