
Rogue Community College District
Board of Education – November 18, 2014 Special Meeting Minutes (Work Session)

1. **Call to Order** – The special meeting of the Rogue Community College (RCC) Board of Education (Board) was called to order by Pat Ashley, Chair, at approximately 1:14 p.m., Tuesday, November 18, 2014, Table Rock Campus, 7800 Pacific Avenue, room 206, White City, Oregon. Due notice was given.
2. **Determine Presence of a Quorum** – A quorum of the Board was present including Pat Ashley, Ron Fox, Kevin Talbert, Dean Wendle and Joseph Zagorski.

Absent: Brett Johnson and Tim Johnson
3. **Introduction of Guests** – District employees in attendance included Peter Angstadt, Kori Bieber-Ebenhack, Kirk Gibson, Josh Ogle, Mary O’Kief, Curtis Sommerfeld, Grant Walker and Denise Nelson
4. **Overview and Purpose of Work Session** – Pat Ashley indicated this work session is being held for the following purpose(s):
 - A. Establish goals for the 2015-2019 Strategic Plan
 - B. Discuss RCC’s Community Engagement: “Rogue at 50” initiative

5. **Background Information**

- A. **Review Goal Development Process to Date** – Pat Ashley reported that outcomes from the October 9 Board work session regarding this subject were reviewed and discussed by the Management Team, which submitted their input/recommendations to the Board. Board members Pat Ashley and Joe Zagorski met to review this information. The Strategic Plan Ad-Hoc Committee met to further discuss and develop the goals, followed by a Strategic Plan Wordsmith Committee meeting. The final results of these efforts were forwarded to the Board in advance of the work session today.

Once the Board adopts goals, Mary O’Kief explained that a great deal of work will be completed by staff as follow-up. The Strategic Ad-Hoc Committee will meet to work on development of teams, e.g., goal champions. Goal Development Teams will then begin developing objectives and indicators, working toward completion of this process by February 2015 in order to coincide with the budget process.

Dr. Zagorski commented on the significant amount of detail established when the Board was brainstorming thoughts/ideas in the early goal development stages. Ms. O’Kief ensured the Board that the Goal Development Teams will be given all of the source documents during the next step of the process.

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6. Establish 2015-19 Strategic Plan Goals

A. 2015-2019 Strategic Plan Goals to Date

Goal A: To increase student enrollment and retention, RCC will target programs and services that reflect the needs and diversity of the region.

Goal B: Student Success – All RCC students will persist toward and complete their stated goals.

Goal C: Financial Health – To support the long-term stability of the college, RCC will maintain affordability for students and invest in innovation.

Goal D: Infrastructure Development – RCC will develop the infrastructure of the College to support students, programs, personnel, facilities, and systems.

Goal E: Community Engagement – RCC will engage its many internal and external communities in charting the future of the College.

- Dr. Zagorski commented he was pleased with the aforementioned goals.
- Dr. Talbert agreed and stated he is hopeful that, at some point, we will do something “bold.”
- Pat Ashley asked President Angstadt to facilitate goal review using the filter process in agenda item 6.B.

B. Filter Process

The following questions were asked for each goal:

- Does this address a top college issue?

Discussion occurred on Goal B, Student Success, regarding the definition/measurement of “completion” on a State level. Ron Fox voiced concern that the State evaluates completions differently than community colleges do. He suggested changing the goal to read, “All RCC students will persist toward and complete their degrees/certificates.” It was decided no changes would be made to the wording of Goal B at this time. President Angstadt recommended waiting to review the work of the Goal Development Teams. Peter also thought this concern is something the Oregon Community College Association will help with.

❖ All Board members answered, “Yes” to this question for each goal.

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- Does this support the mission, vision, core values and core themes?
 - ❖ All Board members answered, “Yes” to this question for each goal.
- Is this goal realistic/attainable in the coming four years?
 - ❖ All Board members answered, “Yes” to this question for each goal.

In reference to Goal C, Financial Health, the common challenge identified during discussion was the balance between stability and affordability.

- What are the consequences of not addressing this issue?
 - ❖ All Board members agreed to the importance of addressing each goal.

7. Consensus on Goals – It was determined a consensus was reached on the five goals listed. These goals will be voted on at the regularly scheduled Board meeting later this same afternoon.

8. Break – Ms. Ashley called for a break at 2:06 p.m. and called the meeting to order again at 2:18 p.m.

9. Community Engagement Discussion

A. Review Overarching Issues – Grant Walker, Director, Marketing and Recruitment, discussed the consistencies between the efforts of the Marketing and Recruitment department and the “Community Engagement; Rogue at 50” initiative including the following:

- Community outreach message – We are learning that the vast majority of students now days are shopping for schools online. We want to get a clear picture of RCC’s demographics. What do people think of RCC? How are we perceived? Grant will share survey results with the Board.
- College identity – find out what sets RCC aside from others. It’s not, “what are you?” it’s “who are you?” The College is moving toward expansion of health professions, which is something needed in our region.
- Marketing strategies – communicate with people on their terms, especially in recruitment. Put our best customer first. Who is our best customer? The people that are already here. We need to look at the process and see where we are losing them. Also, focus on parents, peers, location, and best practices.

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- Kevin Talbert asked how many people come to RCC from outside of our district. Kori responded this number is very low. Kevin suggested this might change if we offer something to come to RCC for (i.e. destination college).
- Joseph Zagorski asked how this might be related to a feasibility study. Ron Fox responded he believes conducting a feasibility study at the same time would confuse/mislead people.
- Referencing community outreach, Dean Wendle commented that, at one time, RCC listed approximately 95 partnerships such as SOU, SOREDI, Chamber of Commerce, Job Council, Advisory Groups, etc. Grant agreed, and indicated our partners would be contacted first.
- Grant explained this is a complicated process that will take a number of years. Pat Ashley agreed, and commented this is a significant commitment to those involved, including Board members, the President and Vice Presidents. President Angstadt indicated the Foundation Board would also be involved since what we learn as a college will be important for them to know as a support group. This will be a broad-based educational endeavor including our marketplace.
- Grant recommended hiring a company that specializes in this to help us look from the outside in. Preferably a local group as they are part of the fabric of this region. We would not be conducting focus groups. It will primarily be the Board's job to carry the message.
- Peter provided his thoughts as follows:
 - a. First, talk to Clackamas regarding this
 - b. Then, assign someone to handle this estimated 5 year effort
 - c. Grant will look at his needs with marketing and we will utilize the same consulting firm
 - d. Rough estimated cost over five years – \$250,000 to \$300,000
 - e. This effort is worth the expense

10. Next Steps

A. Discuss Possible Request for Proposal – Community Engagement

All Board members agreed the Marketing and Recruitment department needs coincide with the “Community Engagement: Rogue at 50” initiative and to move forward with the Request for Proposals (RFP) process.

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- 11. Adjournment** – Prior to adjournment, Pat Ashley made a suggestion regarding the Round Table agenda item at the regularly scheduled Board meeting. She suggested that during the meeting, Board members make note of what they would like to include at upcoming meetings as a discussion item and mention the item(s) during Round Table. This will help determine what the Board will discuss at the next meeting.

Pat Ashley adjourned the meeting at 3:26 p.m.

Meeting minutes submitted by Denise Nelson, Assistant to the President and Board of Education.