1. **Call to Order** – Dean Wendle, Chair, called the Rogue Community College (RCC) Board of Education (Board) Special Meeting to order at approximately 10:05 a.m., Tuesday, March 11, 2014 at the RCC/SOU Higher Education Center, 101 S. Bartlett, Rooms 127 and 129, Medford, OR. Due notice was given.

2. **Introduction of Shelly Parini, Dean of College Advancement and Judith Ervin, Board of Education, Clackamas Community College (CCC)**

   Dean Wendle introduced Ms. Parini and Ms. Ervin to those in attendance including: President Angstadt, **Pat Ashley**, Kori Bieber, **Ron Fox**, Roger Friesen, Kirk Gibson, **Tim Johnson**, Mary O'Kief, John Osbourn, Linda Renfro, Curtis Sommerfeld, Denise Swafford and **Kevin Talbert** (Board member names noted in bold font)

   Board members absent: Brett Johnson and Joseph Zagorski

   Recording Secretary: Denise Nelson

3. **Self-Introduction (Shelly Parini)** – Ms. Parini provided a brief background of her work experience and the appreciative inquiry model she has developed for Clackamas Community College. She commented that by showing interest in this process, RCC is charting a course to create a more promising future for its students, businesses, and district members.

4. **Appreciative Inquiry Workshop**

   Appreciative inquiry is a model that helps organizations and communities develop positive change by igniting the imagination through carefully scripted affirmative questions. Appreciative inquiry challenges community members, businesses and government officials to stop looking at what is wrong and start looking at what is good, right and valued by the community or organization.

   Purpose: Understanding that inquiry in itself creates change; emphasizing positive storytelling as a way to involve new meaning and language into the efforts to foster change; and acknowledging that the actions of today guide the image of tomorrow.

   Ms. Parini asked participants to provide a self-introduction while sharing something that is going well, and why they care about the future of RCC. Once completed, Ms. Parini commented on three consistent themes within the group:

   - RCC has strong leadership
   - Student success is primary concern/goal at RCC
   - RCC has strong partnerships

   Judith Ervin complimented RCC's outstanding administration and wonderful staff in place to support the Board. She identified this as a "grand partnership."

6.A.b

Art Project: Ms. Parini asked each person to complete the quiet assignment of using a white piece of paper and colored markers to draw the "shape of hope" and describe it in their own words.

Appreciative Inquiry Interview: Participants were asked to find a partner, specifically someone they were not familiar with, to conduct appreciative inquiry interviews. Instructions were to listen intently to their partner (as you would with a close friend) and take notes. (The interview is a chance to share ideas about what you most value about your connection to RCC.)

Theme Building: Participants worked in groups at four tables to utilize the pictures (art project), and interviews to identify provocative themes. They were asked to incorporate these items onto large flip-chart paper.

Final Word: One representative stood and shared the provocative theme on behalf of their group.

Group 1: Poster titled "Community Involvement/Success is based on:
- Power of relationships
- Trust
- Commitment (shared and voluntary)
- Cooperation
- Focus on 'we' not 'me'."

Group 2: Poster titled "Making a difference through…
- Commitment
- Service
- Leadership."

Group 3: Poster titled "We are unified in believing that…
- Passion and compassion
- Lead to student success…
- Our reason for being."

Group 4: Poster titled "Leadership and vision - creating community and opportunity greater than self."
- Passion
- Hope springs eternal

Ms. Parini concluded a consistent theme was apparent. This group has "A powerful theme of shared leadership." "This is something that needs to be treasured and really valued."

5. **Lunch Break –** A 15 minute break was provided.

6. **Imagine Clackamas Presentation** – Ms. Parini and Ms. Ervin provided a Power Point presentation as follows:

Purpose Statement
Imagine Clackamas is a community engagement process specifically designed to bring the college into its 50th year of service in 2016 and beyond. It's about understanding what the community most values and protecting its long-term interests.

Imagine Clackamas Goals

RELATIONSHIPS: Strengthening our relationships with the community
SHARED VALUES: Better understanding what our community most values as it relates to education & training
ACCESS: Identifying areas for removing student barriers and improving access and retention
BRAND: Creating a new brand for CCC in celebration of its 50th year – a brand that's reflective of the community we serve
COMMUNICATION: Enhance CCC's communication channels

Key Outcome: Ensure future fundraising and bond campaigns meet needs of the community, based upon what they most value and see as critical to the future of education at CCC.

Model and Tools

Model:
- Appreciative Organizing (AO) is a carefully designed blend of appreciative inquiry, asset-based, and traditional planning methods.
- AO is a strengths-based approach to leading change. Unlike conventional deficit-based approaches it focuses on what's working and what's valued.
- AO provides a unique platform for facilitating citizen-centered conversations that are democratic, foster social bonds, build trust, and are inclusive.

Citizen centered community workshops shaped imagine Clackamas.

Over three months and seven meetings the CCC Board designed Imagine Clackamas with the help of more than 100 friends.
- Community: Teachers, Parents, Students, Libraries, Civic, Churches, Non-Profits
- Business: Chambers, Industry, Hospitals, Business Associations
- Civic Groups: Lions Club, Rotaries, Elk's Club
- College: Students, Faculty, Staff, CCC Advisory Groups and Budget Committee members, and friends of the Foundation

Tools:

<u>Winter – Online Survey</u>

Promotional Strategy - Community rallies to get the word out on Imagine Clackamas online survey…

- ➢ ASG Students
- ➢ Instructors & Staff
- ➢ State Legislatures
- ➢ Clackamas County cities
- ➢ School Districts
- ➢ High Schools
- ➢ Chambers
- ➢ Libraries
- ➢ Neighborhood bloggers
- ➢ Local Restaurants
- ➢ In collective more than 20,000 emails, mailers, and social media posts were sent.
- ➢ Hundreds of CCC students, donors, volunteers, staff, and business and community members took the time to complete the survey.

Budget: $5,000

- ➢ Imagine Clackamas was featured twice on the city's main web page
- ➢ A survey notice was inserted in 10,000 utility bills – for free
- ➢ Imagine Clackamas posters were prominently displayed at City Hall and Oregon City's famous downtown elevator, as well as the library
- ➢ The Oregon City Chamber promoted the survey in weekly e-blasts
- ➢ Mayor Doug Neely promoted survey at NCCC state of the cities address

<u>Spring – Intercept Survey</u>

Community: Clackamas libraries, CCC Latino Festival/Classrooms, High School Market
Interviewed 450 parents and counselors on Skills Day!

<u>Summer – Business Focus Groups</u>

- Manufacturing and Technology
- Professional and Public Services
- Agricultural and Natural Resources
- Health and Wellness
- Film and Media

Timeline

2009/10 CCC Board of Education Community Reports
2011/12 Foundation Campaign Planning
2012/13 Imagine Clackamas Community Engagement Reports

Major Discoveries: Presented by Judith Ervin

What the community most values:

- ✓ **Degrees and certificate programs that lead to careers**
- ✓ **Education that leads to a four-year degree**
- ✓ Classes and workshops that improve job skills and support career advancement
- ✓ Classes that lead to GED, High School Diplomas, and related adult basic skill offerings, such as ESL
- ✓ Training opportunities for businesses, career coaching, retraining, and credit for work-based experience

What CCC is doing best (concentrate on your greatest strengths):

Quality Education, Affordable, Close to Home

Universal Business Themes

People Dynamics:

- ✓ **Degrees and certificate programs that lead to careers**
- ✓ **Education that leads to a four-year degree**
- ✓ Classes and workshops that improve job skills and support career advancement
- ✓ Classes that lead to GED, High School Diplomas, and related adult basic skill offerings, such as ESL
- ✓ Training opportunities for businesses, career coaching, retraining, and credit for work-based experience

Global Dynamics:

- ✓ Advances in technology require ever changing skills
- ✓ Data-driven cultures require critical analytical skills
- ✓ Globalization and digitalization accelerating work environment and creating sense of urgency that's highly public

Biggest barriers for students:

Finances, transportation, information

Lessons learned (Shelly Parini) – Every voice matters when it comes to community engagement.

Words of wisdom (Judith Ervin) – Make listening and engagement a cultural practice.

7. **RCC Community Engagement Goal Setting**

   What does the living room in your community look like? Look through the lens without being self-centered, instead, "other centered."

   This is also about keeping the community well. Health and Science was changed to Health and Wellness.

8. **Questions and Answers**

   Q: Who did the meeting invitations come from?
   A: The invitation came from the Board member, and the Board member provided handwritten thank you notes.

   Q: Beyond the online survey, who should we meet with?
   A: Let your community groups tell you. Remember to meet with non-profits. Also, face-to-face surveys at farmer's markets, festivals, college events such as CCC's Skills Day. Neighborhood groups have a go-to blogger. Senior centers and churches.

9. **Adjournment –** Shelly Parini closed by saying RCC has a dynamic team. It is important to have blended boards – the Board of Education does the heavy lifting.

   Participants thanked Ms. Parini and Ms. Ervin for sharing this model and for their time traveling to Medford to do so.

   The meeting adjourned at 12:55 p.m.

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