



***Rogue Community College District  
Board of Education – January 11, 2019 Special Board Meeting Minutes***

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1. **Call to Order** – The Rogue Community College (RCC) Board of Education (Board) special meeting was called to order by Claudia Sullivan, Board Chair, at 9:00 a.m. on Friday, January 11, 2019, at the RCC Redwood Campus, Conference Room H-2, 3345 Redwood Highway, Grants Pass, Oregon. Due notice was given.
2. **Determine Presence of Quorum** – A quorum of the Board was present including Claudia Sullivan, Kevin Talbert, Pat Ashley, Pat Fahey, Ron Fox, Shawn Hogan, and Roger Stokes.
3. **Guests in Attendance** – Jean Ann Miles, resident of Cave Junction; RCC District employees Cathy Kemper-Pelle, Sarah Bristol, Kori Ebenhack, Curtis Sommerfeld, and Cheryl Johnson.
4. **Areas of Focus/Alignment with Statement of Support and Strategic Plan**

Claudia led the board in a discussion of the Areas of Focus in relation to the Statement of Support and the Strategic Plan. Some of these will be short term goals, others will be larger and/or ongoing goals: **Areas of Focus where action is required:**

  - **Item A:** Outreach and involvement with the community; and
  - **Item H:** Become more active in outreach:
    - Pat Ashley shared that we can do this through our work with the legislators, our professional organizations, and members of the community. We need to define: What is the most important message? Who do we take it to?
    - Pat Fahey: Have we considered a speaker's board? Cathy Kemper-Pelle offered that RCC could put together a PowerPoint template that would highlight:
      - what we do
      - what makes us different from universities
      - why are our needs different
      - how are our students different
      - we take all applications
      - our commitment to CTE
      - incumbent worker training
    - Shawn Hogan asked if there is there a way to expand how we reach out to businesses. Other than RAMP and BBP, how else do we connect? Effective communication will help them understand what RCC can do for the companies and students; and how to reduce the burden on the student (e.g. tuition reimbursement, etc.)
    - Cathy Kemper-Pelle stated that she would really appreciate board support in making connections with our service organizations. Not only when we are asking for money, showing them where their bond money is going and how it is being utilized.

- Kevin Talbert conveyed that we need to consider how do/could we get to different audiences that are “not the usual suspects”? There are other places: city councils, on-site with larger businesses, OHSU, Chamber of Commerce
- There is board support for
  - Crafting a message – 3-4 key points
  - Determining who do we need to take this message to
  - Is there a member of a particular group that benefited from RCC that could share their message with their group?
  - A survey was done and the results showed that there is a lack of knowledge. That survey was the impetus that Cathy Kemper-Pelle and Grant Walker utilized to publicize recognition, awards, etc.
  - Mass media: TV advertising, radio spots, etc.: RCC Foundation has an ad that airs on the KOB news hour that spotlights students that have received scholarships
  - Take a current student and/or an alumni with you to presentations to help deliver and personalize the message
- Ron Fox asked how we can show where we have been, and now, this is where we are going. We are coming up on a 50 year anniversary, in 2020. In Jackson County, there is still a great deal of engagement that needs to happen.
- Kevin Talbert wondered how we capitalize on what we are already doing: Achieving The Dream, Guided Pathways, etc.
- Roger Stokes commented that we need to raise awareness as to what we are doing now, and what better things we will be doing. What is on the horizon? What should we be offering 5 years from now, and are we ready for it?
  - Cathy Kemper-Pelle stated that trends are reflected in our data and we need to respond to that. Our largest campus is online learners: How do we provide and deliver the highest quality education possible? How can we encourage students to be creative and exploratory (Objective 5 of Strategic Plan)?
  - Cathy Kemper-Pelle offered that we do have a student engagement committee. Should they be more involved in In-service and how do we do a better job in engaging with our students? How do they apply that relevancy in the real world?
  - Kori Ebenhack conveyed that the work that faculty do in their classrooms is a true hidden gem... how do we tell that exciting story?
  - Pat Ashley suggested that we bring a student to tell the InventOR story, not a board member talking about it. If faculty and/or students were available to pair for a presentation: The board introduces, the faculty/student speaks, the board delivers the overarching message
  - Pat Fahey reminded the board that people will remember the story and how that story made them feel... not statistics and numbers.
  - Cathy Kemper-Pelle commented that, on the flip side, we need to hear from our business and non-profit employers: If you could provide a cooperative work experience, or come speak to a class, we want to hear from you.

### **ACTION STEPS:**

- Form a board committee to make sure it gets done: Pat Ashley and Pat Fahey will work with Shawn Hogan on a **Board Outreach Committee**.
  - This will be added as a new/on-going Board Report agenda item at each board meeting, beginning with the February 26, 2019 board meeting.
  - The committee will work with Cathy Kemper-Pelle and Grant Walker to help us professionally develop the message
  - Kori Ebenhack pointed out that Grant Walker has a variety of materials that have already been prepared and might be helpful
  
- **Item B:** Strengthen CTE
  - No specific discussion/action items defined
  
- **Item C:** Board to board dialogue:
  - Cathy Kemper-Pelle proposed a Board member from a local school district join a RCC Board member for a dinner at Cathy Kemper-Pelle's home. This will allow for conversation in a more informal and relaxed atmosphere.
  
- **Item D:** New program creation/shutdown
  - No specific discussion/action items defined
  
- **Item E:** Cultivate future Board members
  - No specific discussion/action items defined
  
- **Item F:** Where will we be in five years:
  - Using WIGs – how do we use that as a metric to chart and measure where we are and projected to be?
  - The RCC College Effectiveness Council (CEC) is working on targets. The CEC needs to communicate those targets with the board.

### **ACTION STEPS:**

- The board needs to be better informed about where we are and what is being done in those efforts. How does the budget support and affect what we are doing? How can the board provide the necessary/needed resources to make it happen?
  - Cathy Kemper-Pelle will work with her team to bring forward this information.
  - The CEC annual report will be shared at a board meeting or a work session.
  - The information will be provided prior to annual board retreat and board planning for the coming year.
  
- **Item G:** Facilities Master Planning: Note: discussion was intentional to move beyond the work of the current Facilities Committee and the current Facilities Master Plan review for the RWC.
  - How do we make our CTE resources available to the K-12 community when the space and facilities are available?
  - How do we differentiate from the Bond Oversight Committee (BOC)? The Facilities Master Plan is driven by our Strategic Plan. The BOC is more project driven.

- Kevin Talbert asked that Curtis Sommerfeld and his group to work with outside expertise to site the Science building as part of the BOC.
- Beyond the BOC, what is the next level of work that needs to be done: Phase 2 at TRC, Automotive at RWC, etc. We need to be thinking about this now and not waiting until we are finished with current projects.
- We need to establish and manage those priorities as a responsibility of the board. What is our fundraising strategy? How to best utilize resources?
- Kevin Talbert expressed that this is a shared responsibility between Cathy Kemper-Pelle and the board. The board advises, and Cathy Kemper-Pelle has the leadership to determine the how.
- Pat Ashley commented that the board has to be involved in getting this carried out. The board needs to have the appropriate information to be making decisions five years from now.
- Cathy Kemper-Pelle reminded the board that we have a lot of resource constraints and have to be cognizant of how to make all of this work. We need to look at the potential to have to make controversial decisions about what programs continue or are expanded vs. what programs are suspended or eliminated.
- Kevin Talbert said that he would like to encourage additional discussion around longer term programs and implications as part of future board work sessions. The board needs to be pushed to be thinking about it as part of setting vision for RCC.
- Ron Fox asked if we are looking to best practices – how board members are researching a variety of perspectives, not just Oregon. Cathy Kemper-Pelle observed that (for example) there has not been Board member attendance at the annual ACCT conference in quite some time. More information on offerings can be found at: <https://www.acct.org/events> (Most are on the west coast!)
- Roger Stokes questioned how we make sure the topic is always in front of us. Should there be a monthly or quarterly report to the board? What is happening now? How do we capture that information and share it with the board? Pat Ashley asked Cathy Kemper-Pelle to summarize and share what the vision is for RCC when things change

## 5. Board Self-Evaluation

Claudia Sullivan shared that after reviewing the sample documents that were available to everyone in the Board Dropbox, she liked this proposed format the best; especially the ability to rate both yourself as an individual and the board as a whole. She asked for comment on this first draft and received the following comments from the board:

- Question #10 revised to read: *The board is respectful of minority opinions and are able to reach consensus*
- Question #11: Added, based on board member discussion: *The board speaks with one voice*
- Question #16: Changed to read: *The board utilizes regular reports on finances and budgets, for the purpose of fiscal stability*
- Change rating format to Strongly Agree/Agree/Disagree/Strongly Disagree
- Set it up as an electronic survey
- The President is responsible in giving feedback to the board from the campus community and administrators: Information can be gathered at quarterly luncheons, campus councils, etc.

- Is the board beneficial in the work they do? Does the community feel supported by the board? How would the campus community rate the board? Pat Ashley suggested that the board do their self-evaluation this year, and look to engage the campus community in the coming year.
- Consider offering a breakout session at In-service:
  - Getting to know your board and what they do.

## 6. New Business

The board was asked to decide on the naming of the RCC/FD3 Building. Two proposals received:

- RCC/FD3 Educational Center
- RCC/FD3 Fire Science Training Center

Claudia Sullivan commented that she likes Fire Science Training Center because it clearly identifies what is happening in the building. The board discussed and decided on

### **RCC/FD3 Fire Science Center**

noting that the word “training” becomes redundant because that is what we do.

Pat Ashley mentioned that she likes that all of the White City campus buildings are “Centers”

The board was asked to decide on the naming of the Health Professions Building:

Pat Ashley noted that in staying with the theme of “Centers”, the board consider

### **Health Professions Center**

Cathy Kemper-Pelle mentioned that RCC had surveyed the community and received many ideas and the overall consensus is to keep it simple. The board agreed that Health Professions Center was an appropriate name for the building.

Ron Fox shared that relative to the Governor’s budget, and discussed at the OCCA board meeting: new additional revenue proposed is only for K-12. If there is a new business tax, the board must be knowledgeable about the impact might be.

Governor Kate Brown will be speaking on January 30, 2019 at the Medford Rotary Club meeting at Inn at the Commons. Roger Stokes asked who would like to join him as his guests. Pat Fahey and Kevin Talbert said they would attend. Claudia Sullivan will attend as a guest of Cathy Kemper-Pelle.

The Governor will be speaking with OCCA members via phone call at 11am on Tuesday, January 15, 2019. Call-in details were provided to the board members. OCCA will offer an opportunity for a call-in debrief of the call at 12:30pm the same day.

## 7. Adjournment – Claudia Sullivan adjourned the meeting at 11:09am.

Meeting minutes respectfully submitted by Cheryl Johnson, Assistant to the President – Governance