

## Executive Cabinet Report to Board of Trustees

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|---------------------|------------------------------|
| Board Meeting Date: | May 1, 2017                  |
| Executive:          | Leslie Shattuck              |
| Department:         | Communications and Marketing |

### Communications and Marketing

The Communications and Marketing team (team) spent April supporting several departments across the college. The following is an update of the top-level projects they worked on during the month. Currently, there are more than 60 open jobs in the department. The team spent the majority of their time on the following projects: the development of the new annual magazine, the viewbook and rack cards, and the upcoming advertising campaigns.

### External Engagement

#### *Public Relations and Social Media*

The team continued their work to engage local, regional and national reporters/writers to elevate awareness of the college. The college received coverage in the following media outlets:

#### ***Kirkland Reporter:***

Summer Camps and Programs

<http://www.kirklandreporter.com/life/kirkland-college-offering-summer-camps-for-kids-and-adults/>

The team is currently working on press releases/pitches about: Our Spring Plant Sale, Hot Rod Hall of Fame Scholarship Awards, and feature stories on our Summer Tiny House and CAD Competition courses.

In addition to those stories, the team is also working on a feature story with KIRO-TV on our Photonics program and community engagement.

The team conducted social media outreach which included posts on Instagram, Facebook, Twitter and LinkedIn. Social media engagement continues to perform well. Social media outreach over the past month promoted summer camps/courses, the Allied Health Fair, the Spring Plant Sale, the Spring Job Fair, Veteran Services, new BAS degree programs, info sessions, Kirkland activities, programs, campus events and workshops, and much more.

#### *Advertising Campaigns*

The team is currently working on roughly more than 75 different creative pieces for nine different advertising campaigns: Summer/Fall Open Enrollment (including Summer camps and workshops), Veterans-focused Summer/Fall Open Enrollment, general awareness Bachelor's of Applied Science (BAS) degrees, and the six targeted BAS degrees. These will run in May and June, and again in August and September. Ads are rotating (depending on the target audience) on Comcast, transit, digital search, digital display and Facebook. In addition to the development of the ads, landing pages for the website are being developed that correspond to the campaigns.

#### *Website*

The team continued its work on ongoing maintenance and updates to the website (in addition to the campaign work, listed above).

### *Programs and Departments Support*

The team worked on several marketing projects for various programs throughout the college. These included brochures, banners and flyers, just to name a few.

### *President's Office Support*

The team provided communications support to the President's office during April.

### *Annual Magazine*

The team continued their work on the new annual magazine that will be called *Transformations*. At the time of this report, the magazine is scheduled to be mailed out by the end of April.

### *Viewbook and Rack Cards*

The team continued their work on a comprehensive viewbook and rack card system for community outreach and engagement. Both pieces are in the proofing stage.

### *Student Stories*

The team continued to identify and interview students and alumni for a variety of outreach purposes, including printed and online materials.

## **Internal Engagement**

### *Digisign Updates*

The team continued to update content on the campus-wide digisign system.

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| Board Meeting Date: | Monday, May 1, 2017             |
| Executive:          | Elisabeth Sorensen              |
| Department:         | LWTech Foundation / Development |

### **Save the Date – Annual Scholarship Reception**

Please join us at the LWTech Foundation’s **Annual Scholarship Reception on Wednesday, May 10 at 4:00 p.m. to 6:00 p.m.** in the Kirkland Campus Library. We look forward to celebrating with our generous scholarship donors and terrific scholarship recipients. We intend to highlight generous donors, Bob and Linda Tjossem, again this year for “doubling the impact” of the Tjossem Family Endowed Scholarship with a \$75,000 gift earlier this year. The Tjossem Family Endowed Scholarship, at \$200,000, is LWTech’s largest endowment.

Frost Family Dentistry is the presenting sponsor of the Annual Scholarship Reception (our first year of a presenting sponsorship for this special event!)

### **Scholarships**

Applications for Fall Scholarships are OPEN! As a result of generous donors, the Foundation plans to award over \$50,000 in student scholarships for Fall Quarter!

### **PACCAR**

The Foundation is working closely with Terry Byington, Executive Director of External Affairs, to secure an in-kind donation of a PACCAR truck for LWTech’s diesel program.

### **Engineering Transfer and Civil Design Students Trip to Tanzania**

The Foundation is very pleased to help support the Engineering Transfer and Civil Design student service learning trip to Tanzania in July with a \$10,000 grant.

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| Board Meeting Date: | May 1, 2017                |
| Executive:          | Meena Park                 |
| Department:         | Human Resources & Benefits |

### Benefits

- AFLAC is now available as a supplemental insurance option to all LWTech employees. AFLAC representatives attended the Passport to Health fair on April 12, 2017. Additional informational sessions are planned throughout the year.

### Training and Development

- The 2017 Support Staff In-Service's theme is 'Tuning into YOU.' In addition to keynote speaker, Sharon Lacey, breakout sessions covering topics such as Letting Go: Breaking the Stress Loop, Healthy Meal Prep, and Container Gardening will be offered.
- The next LEADS session is scheduled for May 12, 2017. Team 1 (Melissa Curtis, Alisa Shtromberg, and Aparna Sen) with guidance from former LEADS members, Rhonda McElroy and Amy Nehme, will be presenting on the topic: What ways can we share information so that employees feel that they are kept informed, have opportunities to give input, but not be overloaded? Team 2 (Katrina Larrabee, Rachelle Malat, Jayne Heyde, and Rhonda DeWitt) with guidance from former LEADS members Kim Goddard and Lynne Szymanski will be presenting on the topic: How do we begin to build a culture of giving at LWTech?

### Diversity

- Equity, Diversity and Inclusion Council Hiring Subcommittee members, Meena Park, Jaime Sterio, and Casey Melnrick will be attending Pluralism in the Selection Process/Pluralism Advocate training offered at Bellevue College on April 24, 2017.

### Committees/Commission

- The Title IX Compliance Committee met on 4/13/2017 to discuss changes to the policy content/language as it relates to mandatory reporting and the name change from BIT to CARE. Subcommittees are working on a poster awareness project, an intervention training for faculty to deal with in class issues, and edits to the student handbook. Title IX Lawroom training will go out to students and employees.
- IBB Negotiations for Classified and Faculty are wrapping up. A first reading will be submitted to the Board for the May meeting.

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| Executive:          | <b>Dr. Elliot Stern</b> |
| Department:         | <b>Instruction</b>      |

- Chitra Sharifian is the new director of the nursing program. Due to teaching obligations she is only on campus Mondays. She will be working electronically otherwise. Teresa will continue to serve as interim director and adjunct faculty until the end of Spring quarter, when Chitra assumes directorship in full capacity.
- On March 6th, the Lion's Pride committee—headed by English department chair Wes Mantooth—released the seventh issue of The Lion's Pride, an online and print publication showcasing the diverse work of LWTech students. This writing in this issue ranged from students in developmental writing courses to students in English 102 (research writing). Current and past issues of The Lion's Pride can be viewed here: [www.lwtech.edu/lp](http://www.lwtech.edu/lp). The English Department is currently reviewing a large pool of applicants for a new full-time, tenure-track position. Interviews will take place in the first half of spring quarter.
- Two new higher level math courses will be taught for the first time spring quarter: Math 230 Matrix Algebra with Applications and Math 238 Differential Equations. The University of Washington (Seattle and Bothell campuses) has accepted the following LWTech math classes for transfer credit: Math& 163 Calculus III and Math& 264 Calculus IV. Four students from Narayani Choudhury's Math& 264 Calculus IV class presented their research at the Eleventh Annual Western Washington Community College Student Mathematics Conference at Green River College in February. Stephen Scharkov and Alexey Sinitsin presented Calculus-based Studies of Volume and Surface Area of Three-Dimensional Objects. Aidan Hahn and Cesar Campos presented Vector Fields, Divergence, and Circulation. Our new guided self-placement process (GSP) is gaining recognition. We will be giving a presentation on this topic at this spring's Assessment, Teaching and Learning conference. Sherry McLean, who led the development of the new math assessment, has been contacted by administrators and math faculty at three Washington colleges (Renton, Whatcom, and Cascadia) as they look to implement some similar ideas on their campuses.
- The Bachelor of Applied Science in Transportation Logistics and Supply Chain Management (BASTLSCM) program will offer a new course, "Introduction to Import and Export Business" (TLM 310), during this summer session. This new three credit course will help not only our college students and staff, but also a wide cross section of the community interested in starting and managing import/export businesses. Program Director Abdul Waheed, presented a paper entitled "Estimating the Demand Elasticities of Liquefied Natural Gas in the US", at the International Conference of Business and Public Administration Disciplines (IABPAD) held in Dallas last year. He has now submitted a paper based on this presentation for publication in the peer reviewed "Journal of Business and Public Administration".
- The Environmental Horticulture program just signed it's first-ever articulation agreement, providing students a pathway to completion of a four-year degree. Students may now complete their AAS in Horticulture and continue on to Cascadia College's bachelor's degree in Sustainable Practices. Led by Don Marshall, the Horticulture program is currently working on a second agreement which will allow students to continue their education at Washington State University.
- Architectural Technology Professor Bob Mandy took seven students to Washington State University in Pullman to tour the campus, meet faculty, administrators and students. All

seven students are interested in taking advantage of the new articulation agreement and transferring to WSU.

- As a result of coordinated outreach from Elisabeth Sorenson and Suzy Ames, Oculus is donating six Rift/Touch virtual reality modules to the Digital Gaming program.
- On April 21, Suzanne Ames is presenting the Digital Gaming program and Future Tech Stars to The Breakfast Club's annual fundraising luncheon that is raising money for low-income African American high school students to attend college.

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| Board Meeting Date: | May 1, 2017         |
| Executive:          | Andrea Olson        |
| Department:         | Research and Grants |

### **Research and Grants**

The Research and Grants team (team) continues to support departments across the campus with the development of grant proposals, data dashboards, and other information related to institutional effectiveness. Below is a summary of ongoing projects from April.

### **External Engagement**

#### *Title III Grant Development*

LWTech submitted a proposal for \$2,766,402 to the Department of Education's Title III – Strengthening Institutions Program in April of 2017. This work came out of the Institutional Planning and Effectiveness Committee (IPEC) with a focus on developing guided pathways for students and professional development opportunities for faculty and staff.

#### *Workforce Development Council (WDC) – TAP Accelerator Proposal*

LWTech submitted an application to the state for \$275,000 that will support their upcoming workforce development plan, *Talent and Prosperity for All (TAP)*. This proposal, developed in collaboration with the Workforce Development Council and Everett Community College's Corporate & Continuing Education Center (CCEC), will support training for manufacturing employees in project management/Lean Six Sigma while also providing a new pathway for interested parties to enter the high-demand field of manufacturing

#### *National Science Foundation – Submitted Proposal*

The college submitted a consortium application funding to launch an Advanced Technical Education Coordination Network funded by the National Science Foundation. The project – called AppConnect NW – requested \$800,000 over a four-year period. If funded, this project will support the partner college's BAS degree(s) in Applications Development/Software Development. The college expects to hear from the National Science Foundation on funding status soon.

### **Internal Engagement**

#### *Gainful Employment*

The team is preparing for another round of Gainful Employment report following last fall's project. The program disclosures are due in June and will follow the initial steps outlined in the *Gainful Employment Procedures Manual* drafted by the team. This document will be updated to address new requirements from the Department of Education.

#### *Strategic Plan Work/Institutional Planning and Effectiveness Committee*

The development of the college's next strategic plan began in March of 2017 with an executive cabinet retreat to create an initial draft plan. Since then, the plan has been vetted for feedback through numerous departments, committees, and councils with strong support from the Institutional Planning and Effectiveness Committee. Version 6 of the plan was recently shared at a faculty workshop, an All Staff meeting, and at various advisory committee meetings. Ms. Cathy Copeland

and Mr. Grayson Court led all-campus forums on April 20 and 24, 2017 to solicit additional feedback.

#### *Employee Survey*

The 2017 Employee Survey closed on Sunday, March 26, with the highest participation rate yet. Draft results are included in the May packet for the Board of Trustees with a presentation scheduled for the upcoming meeting. Following that presentation, results will be shared with the campus.

#### *Internal Tableau User Group (TUG) at Lake Washington*

In addition to coordinating the CTC TUG, the college also formed an internal TUG to support Tableau data dashboard development on campus. This group meets monthly and is developing written procedures for access Tableau data dashboards via the Tableau server. This is a cross-departmental team designed

#### **LEADS**

Ms. Olson continues to provide individualized monthly coaching to each of the seven participants in the college's internal leadership development program.

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| Board Meeting Date: | <b>May 1, 2017</b>      |
| Executive:          | <b>Ruby Hayden</b>      |
| Department:         | <b>Student Services</b> |

### General Update

- Enrollment is up by *almost* 5% from Spring 16 to Spring 17

### Student Development:

- Katie Viola was selected as the new Director of Student Development. Katie will be responsible for leading Advising, Counseling, and Disability Support Services and serving as the student conduct officer and title IX investigator. Katie will begin transitioning to this new role over the next several weeks.

### TRiO

- Dr. Patricia Hunter, Associate Dean, Director of TRiO Projects and Erin Smith, Assistant Director of TRiO Projects recently attended the 33rd Annual Seminar on Relations with the U.S. Department of Education, 2017 followed by the Council for Opportunity in Education's (COE) 37th Annual Policy Seminar in Washington D.C.
- The seminar with the Department of Education included meeting Project Specialists for each grant, information about Competitive Preference Priorities and their role in the proposal process and information on updating the grant's Policy and Procedure Manual.
- The Policy Seminar included training on how to meet with members of Congress to ask for support. Specifically, we asked federal legislators from the state of Washington to support an omnibus appropriations bill in FY 2017 and to reject potentially devastating cuts in FY 2018.
- We utilized a TRiO Fact Book developed by the Washington State TRiO Association that included all TRiO programs in the state of Washington, their funding and number of participants. In District 1, there are 4 TRiO Programs with funding of \$1,014,798 and serving 670 participants. Two of the four District 1 programs are at LWTech. We visited the offices of Senator Patty Murray, Senator Maria Cantwell, and Congresswoman Suzan DelBene. Besides asking their support for TRiO funding and giving each a Fact Book, we presented each with Student Success Cards representing two LWTech TRiO students – one from the Student Support Services grant (Cherie Brooks) and one from the Support Services for Students with Disabilities grant (Lester Jordt).
- We concluded our visit by asking each legislator to join the TRiO Caucus. This is a bipartisan, bicameral group in Congress supportive of the Federal TRiO Programs and higher education access for low-income, first-generation students and students with disabilities. The aim of the Caucus is to generate support for TRiO in congressional offices and the U.S. Dept. of Education, and, to expand awareness of the need for improving educational opportunities for all Americans. Currently, the only District One member of the TRiO Caucus is Patty Murray.
- We also extended an invitation to all legislators to visit the TRiO Projects at LWTech.

### Workforce Development

- The 2017 Spring Job Fair is scheduled for May 2. 10-11 a.m. will be veterans only, then 11-1:30 the fair is open to all including the general public. Over 40 employers are scheduled to participate. This event is presented in partnership with WorkSource Snohomish & Seattle/King Counties. Participation is free!