

Executive Cabinet Report to Board of Trustees

Board Meeting Date:	March 12, 2018
Executive:	Leslie Shattuck
Department:	Communications and Marketing

Communications and Marketing

The Communications and Marketing team (team) spent February supporting several departments across the college. The following is an update of the top-level projects they worked on during the month.

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: LWTech largest provider of healthcare professional associate degrees in King County

- <http://www.kirklandreporter.com/news/lwtech-largest-provider-of-health-care-professional-associate-degrees-in-county/>

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 the February Resource Fair, Open House, Transfer Fair, Holidays/Campus closures, info sessions, workshops, programs, campus and community events, and much more.

Website

The team is working on several projects for the website in addition to their continued work with ongoing maintenance and updates to the website.

Advertising

The team worked on advertising campaign pieces across various platforms.

Programs and Departments Support

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

President's Office Support

The team provided communications support to the President's office during the month of February.

2018 Transformations Magazine

The team completed work on the 2018 issue of *Transformations Magazine*.

Foundation

The team began planning 2018-2019 marketing initiatives to support the Foundation.

Student and Staff Stories

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

Internal Engagement

Digisign Updates

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

ASG and Student Programs

The team continued to support ASG, Student Programs and the RISE Center, where needed.

Executive Cabinet Report to Board of Trustees

Board Meeting Date:	Monday, March 5, 2018
Executive:	Elisabeth Sorensen
Department:	LWTech Foundation / Development

Spring 2018 Scholarships Update

The Foundation is pleased to award over **\$100,000** in scholarship support to hardworking, highly motivated LWTech students at the start of Spring Quarter!

We look forward to honoring our scholars and recognizing the generosity of our donors at the *LWTech Foundation Annual Scholarship Reception on Wednesday, May 9 at 4:00 p.m. to 6:00 p.m. in the Library* (mark your calendar!).

New Administrative Assistant II in Foundation Office

Welcome Gayle Shimakura as the Foundation's new Administrative Assistant II. This is a full-time, part-time position that is 100% funded by the Foundation. Gayle is replacing Elizabeth Stanley who left the Foundation in December 2017 to be a full-time stay at home mom.

Executive Cabinet Report to Board of Trustees

Board Meeting Date:	March 12, 2018
Executive:	Meena Park
Department:	Human Resources & Benefits

Benefits

- HR/Payroll Staff attended the PPMS meeting on February 8 and 9 at Bates Technical College. Discussion topics included implementation of the new sick leave regulations for hourly employees, ctcLink update, and a presentation from the EAP on “Difficult Conversations: How to Keep Calm and Carry On.”

Training and Development

- February LEADS session focused on the topic of managing conflict. Kendra Fuller of Optimal HR Consulting presented a workshop focused on managing difficult conversations, coaching others through conflict, and managing resistance.
- Classified Support Staff In-Service planning has begun. Based on feedback from last year and in an effort to increase participation, the in-service events will be spread throughout the week of Administrative Professional Week, April 23-27.

Committees/Commission

- Equity, Diversity, Inclusion (EDI) Advisory Council met on February 26. Eric Izaguirre provided an update on the Lumina Grant submission and Grayson Court solicited feedback on the employee survey which will go out in the coming weeks.
 - Subcommittee on employee development and community building met on February 13 and identified two focus areas: EDI-related professional development opportunities and gaps in recent and current professional development/community building opportunities.
 - Subcommittee on Recruiting & Hiring Practices met on February 7 and reviewed the status of committee tasks. Specifically, work from the previous year regarding hiring practices with an EDI lens will continue.
- The Human Resources Advisory Committee reconvened on February 7 with college-wide representation from various departments and employee groups. After review of the HRAC charter, the committee agreed to tackle employee recognition/appreciation as their first order of business.

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Board Meeting Date:	March 12, 2018
Executive:	Dr. Elliot Stern
Department:	Instruction

- On Feb 15 we filed our Statement of Need (the first of the two-part State Board BAS approval process) for a BAS in Applied Management-Entrepreneurship. This will be our 11th Applied Baccalaureate degree. It is intended to provide baccalaureate opportunities for students in a dozen or more technical programs on campus, from Accounting to Welding, for those AAS graduates interested in eventually becoming managers or business owners. Employment data in King County revealed a need for over 10,000 graduates to fill the jobs available in this category in coming years. We hope to start 24 of them in Fall '19.
- On Feb 26 we hosted leadership teams from a half dozen Biotechnology Manufacturing and Research companies in King and Snohomish Counties to explore new training opportunities in this field. Dr. Aparna Sen, who, herself, came from the Biotechnology Industry; Dr. Kim Infinger, who, herself came from the Biomedical Device Manufacturing industry; and Dean Doug Emory joined Dr. Suzy Ames, Dr. Elliot Stern, and Dr. Amy Morrison Goings in discussing potential cooperative learning partnerships that could help these potential industry partners meet their burgeoning employee needs.
- Approximately 100 students and parents from the Lake Washington School District attended a Find Your Fit event at the college. This event, sponsored by the Lake Washington Schools Foundation, was designed to help families learn about LWTech's offerings as they make decisions about post-secondary education.
- Through the NSF AppConnect NW grant, 15 members of the I.T. industry attended a day-long curriculum planning session at the college. The five grant-partner colleges will use the results to make changes to their software development programs in order to align with industry standards.

Executive Cabinet Report to Board of Trustees

Board Meeting Date:	March 12, 2018
Submitted by:	Grayson Court
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 February.

External Engagement

Grant Reporting – Center of Excellence for Veteran Student Success

In addition to co-writing the proposal with Dr. Ruby Hayden, the Office of Research & Grants serves as the evaluator for the Center of Excellence for Veteran Student Success on campus. The team has prepared the annual evaluation report for Year 2 which will be submitted when the collection period begins.

Grant Development - Lumina Foundation – Fund for Racial Justice and Equity

The team assisted the Equity, Diversity and Inclusion Council with their efforts in submitting a grant proposal to the Lumina Foundation which was submitted in late February.

Title III – Strengthening Institutions Grant

Applications for the Title III Strengthening Institutions grant have been delayed as legislation moves through Congress. Proposed legislation would amend the Higher Education Act which may have an impact on Lake Washington and other colleges in the state. The Office of Research & Grants, along with other colleges, will continue to monitor the legislation as it moves through Congress.

2018 Achieving the Dream Conference

Mr. Grayson Court attended the annual Achieving the Dream Conference held in Nashville, TN from February 20-23rd. He attended the annual conference along with team members from Student Services and Instruction to learn how colleges are tackling the challenges of increasing student success, increasing capacity for data analysis, enhancing program evaluation, and incorporating student-centered, data-informed decision making.

Internal Engagement

Community Dashboards

The team continues to release new dashboards for the college community as part of ongoing efforts to expand data-informed decision making that lead to student success. New dashboards launched in February include enrollment and student outcomes for Lake Washington Technical Academy's accreditation work and dashboards for veterans' services. The team continues to administer the training program for all college employees, as well as specialized training sessions for departments/committees including the marketing department, the Equity, Diversity, and Inclusion Council, and faculty engaged in program review.

Gainful Employment

The team assisted the Gainful Employment team with developing data and analytics for program reporting as part of ongoing compliance activities.

Strategic Plan Work/Institutional Planning and Effectiveness Committee

The Institutional Planning and Effectiveness Committee (IPEC) continues work on Strategic Plan performance measures. New projects this year include a greater focus on grant reporting, sharing of grant activities across campus, and data activities.

Accreditation

The team is supporting Dr. Ruby Hayden and the Accreditation Committee by participating on the initial writing group to draft the college's Year 7 report.

IPEDS

The team is managing the annual data collection process for the Integrated Postsecondary Education Data System (IPEDS) survey. Survey categories include fall enrollment, student financial aid, finance, libraries, graduation rates, and other student outcomes.

Community College Survey of Student Engagement (CCSSE)

Following the administration of the 2017 Survey of Entering Student Engagement (SENSE), LWTech is preparing for the 2018 Community College Survey of Student Engagement (CCSSE) which will be administered in April. Results of this survey are used for student success work, accreditation, and strategic planning.

Employee Satisfaction Survey

The team is preparing the 2018 Employee Satisfaction Survey which will be administered in March.

Executive Cabinet Report to Board of Trustees

Board Meeting Date:	March 12, 2018
Executive:	Andrea Olson
Department:	Special Assistant

Strategic Plan Work

A college-wide feedback session took place on March 8, 2018 answering key questions from the strategic plan: what does it mean to be a public institute of technology; what creates an inclusive environment; what creates a sense of belonging, shared purpose, and community; and what professional development opportunities are needed. Many thanks to Kate Butcher, Foundation Board member, for her guidance in the design of the feedback process.

LEADS

Coaching conversations continue with the LEADS cohort, customized to the goals of individual participants to support their growth and leadership development.

Executive Cabinet Report to Board of Trustees

Board Meeting Date:	March 12, 2018
Executive:	Ruby Hayden
Department:	Student Services

General Update

- Budget planning season is in full swing as the student led ASG and Tech Fee teams begin to go over requests for 2018-19.
- Training student services staff for our Student Success Platform (Starfish by Hobsons) begins on February 26 with a tentative Go Live date of March 26.

Enrollment Services:

- Enrollment is up spring 2018 over spring 2017 by about 1%. We are seeing students register earlier than in previous quarters and appreciate the work of faculty and advisors in making that happen.

Student Development

- We were selected for a small United Way grant to provide some mental health counseling services (5-10 hours per week) on campus. We are in progress with selecting a vendor to provide these services and hope to have a counselor on site by the beginning of March.