

## Executive Cabinet Report to Board of Trustees

Board Meeting Date:	March 6, 2017
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. Currently, there are more than 80 open jobs in the department. The team spent the majority of their time on the department's three largest projects: the development of the new annual magazine, the viewbook, and the department/program rack cards.

### 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.

A story about the Repair Café was pitched to the Kirkland Reporter, and we received a nice write-up about the event. <http://www.kirklandreporter.com/life/free-repair-cafe-event-coming-to-lwtech/>

The team is currently working on press releases/pitches about: Our student who was named to the All-Washington Academic Team, the Open House, and the Student of the Year award given to one of our Culinary Arts students from the Washington State Chefs Association, the local chapter of the American Culinary Federation.

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 Open House on March 1<sup>st</sup>, supplemental instruction, Black/African American History Month, financial aid information, new MMDP classes, info sessions, Kirkland activities, programs, campus events and workshops, and much more.

#### *Advertising Campaigns*

The team is currently working on and/or running ten advertising campaigns between February 13-May 21. They are:

- Spring Open Enrollment
- Spring Open Enrollment Micro Campaigns:
  - Center for Architecture, Design, and Engineering (CADE)
  - Engineering Transfer
  - Machining Technology
  - Welding Technology

- Running Start
- Future Tech Stars
- Open House
- Summer Camps (coming in May)
- New BAS Degrees (coming in May)

Advertising is running on Pandora, Comcast Spotlight, Mobile, Search/Pay-Per-Click, Radio (KISW and KQMZ), the Kirkland Reporter, Facebook and Digital Display.

#### *Website*

The team continued its work on ongoing maintenance and updates to the website.

#### *Programs and Departments Support*

The team worked on several projects for various programs throughout the college.

#### *President's Office Support*

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

#### *Annual Magazine*

The team continued their work on the new annual magazine that will be called *Transformations*, which will launch in 2017. Content is in development.

#### *Viewbook and Rack Cards*

The team continued their work with the Outreach and Recruiting team to develop a comprehensive viewbook and rack card system for community outreach and engagement.

#### *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.

#### *Updated Marketing Materials*

The team continued to update program flyers, brochures and other materials.

## Executive Cabinet Report to Board of Trustees

Board Meeting Date:	March 6, 2017
Executive:	Meena Park
Department:	Human Resources & Benefits

### Benefits

- TIAA is scheduled to be on-site on March 28<sup>th</sup> and April 25<sup>th</sup> to discuss retirement strategies with eligible staff members.
- LWTech hosted the Winter PPMS User Group Meeting which was held on February 9<sup>th</sup> and 10<sup>th</sup>. Discussion topics included implementation of MetLife (new life insurance provider), shared leave, and the new I-9 form.

### Training and Development

- The 2017 Support Staff In-Service planning committee has confirmed a keynote speaker and is considering additional breakout session topics.
- The next LEADS session is scheduled for March 10<sup>th</sup>. Elisabeth Sorensen will present an overview of LWTech's Foundation and Kendra Fuller, VP of HR at ProQuest, is scheduled to discuss the topics of change management, effective communication, and organizational culture.

### Recruitment

- The hiring cycle for faculty vacancies is in full gear. Vacancies have been posted and HR is finalizing interview timelines.
- Initial interviews for the Dean of International Programs and Global Education will begin the week of February 27<sup>th</sup> with final interviews and open forums scheduled for March 16<sup>th</sup>.
- Initial interviews for the Director of Nursing is scheduled for the week of February 27<sup>th</sup>.

### Committees/Commission

- The Title IX Compliance Committee met to discuss Appendix B (Education and Prevention Programs). Sub groups presented recommendations in the following areas: 1) primary prevention; 2) ongoing prevention; 3) bystander intervention programs; and 4) risk reduction programs.
- IBB Negotiations for Classified Employees are on-going. Most recently, the group met on February 13<sup>th</sup> to discuss and brainstorm the topic of 'How do we recruit and retain a quality workforce especially related to compensation?' The next meeting is scheduled for February 27<sup>th</sup>.

- HRMC Winter meeting was held on February 2 and 3 at Bellevue Community College. Discussions topics included employment practices, labor relations (on-boarding new employees), and discussion on whether to recommend extending Campus Clarity's Title IX.

## Executive Cabinet Report to Board of Trustees

Board Meeting Date:	<b>March 6, 2017</b>
Executive:	<b>Dr. Elliot Stern</b>
Department:	<b>Instruction</b>

- The Statement of Need for a new baccalaureate degree in Early Childhood Education (ECE) + Pre-School to 3rd Grade Teacher Education (P-3) was submitted to the SBCTC on February 15. The SBCTC Trustees will consider our proposal at their May 10 meeting. Once approved by the SBCTC, NWCCU, and OSPI, this will be the 10th baccalaureate degree for LWTech.
- The Program Proposals for baccalaureate degrees in Funeral Service Education and Behavioral Healthcare will be submitted to the SBCTC by March 1. These are BAS proposals #8 & #9. They are currently out for review by external experts, typically doctorate-holding faculty or administrators attached to the same or similar programs at universities within or outside WA. The Trustees will consider approval at their May 11 meeting.
- Suzanne Ames and Elisabeth Sorenson hosted Laird Maleded, Oculus vice president and general manager for a tour of the Digital Gaming and Interactive Media department. He was extremely impressed with the program and will likely be integral in a new, long-term relationship with the college and the company.
- Suzanne Ames, CSNT Associate Professor Andrew Fischer and Student Success Navigator Lynne Szymanski spent three days at Collin College in Texas at a Diversity Summit sponsored by the College Convergence Network. They worked on a plan to increase recruitment and retention of Latino and Latino students into the CSNT program, and now will be applying for funds from the CCN to implement their plan.
- Solid efforts continue to increase student enrollment for three programs: Fitness, Social and Human Services, and Bachelor of Public Health.
- Medical Assisting and Dental Assisting have each received excellent accreditation reports. The Medical Assisting Education Review Board (MAERB) has maintain continuing accreditation for the program, with the next comprehensive review no later than fall 2022. All former citations for the program have been removed. The Commission on Dental Accreditation (CODA) granted the dental assisting program the accreditation status of approval without reporting requirements. The next site visit for the program is scheduled for 2022.
- Funeral Services Education (FSE) and Occupational Therapy Assistant (OTA) programs both submitted annual reports during the week of February 13th.
- Dr. Kim Infinger attended a full day training on the process of obtaining National Alliance of Concurrent Enrollment Partnerships (NACEP) program accreditation for College in the High School.

## Executive Cabinet Report to Board of Trustees

Board Meeting Date:	March 6, 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 February.

### **External Engagement**

#### *Submitted Grants – National Science Foundation*

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.

#### *Voluntary Framework for Accountability*

As part of the college's membership in the American Association of Community Colleges (AACC), LWTech can access parts of the Voluntary Framework for Accountability (VFA) data tool. AACC released the user's manual early this year and Mr. Grayson Court and Ms. Cathy Copeland will be managing next steps in this work.

#### *DREAM 2017 Conference*

Ms. Cathy Copeland attended the Achieving the Dream (ATD) annual conference, DREAM 2017. LWTech is part of ATD's Open Educational Resources initiative, which will develop two degree programs that use only open educational resources such as openly-licensed textbooks. This work will ultimately support students along their pathway to graduation by lowering the cost of attendance at LWTech.

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

LWTech is preparing an application in collaboration with the Workforce Development Council and the Corporate & Continuing Education Center (CCEC) at Everett Community College. This funding is available from the state as part of their upcoming workforce development plan, *Talent and Prosperity for All (TAP)*, and will support our manufacturing programs.

### **Internal Engagement**

#### *Title III Grant Development*

LWTech will be applying for funding under the Department of Education's Title III – Strengthening Institutions Program in 2017. This work will come out of the Institutional Planning and Effectiveness

Committee (IPEC). The college submitted an application for eligibility to the Department of Education and is drafting the project narrative.

#### *Gainful Employment*

The team is preparing for another round of Gainful Employment report following last fall's project. The program disclosures are due on April 3 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 will begin in March of 2017 with an executive cabinet retreat. Cabinet will develop an initial draft of the fall 2017-Fall 2020 plan, with opportunities for participation and feedback from students, faculty, and staff. This will be done through the college's shared governance processes such as IPEC, Leadership Team, College Council, along with existing department and committee meetings and in-services.

#### *Employee Survey*

The 2017 Employee Survey is launching in March of this year. Results will be shared with the college via written reports and Tableau dashboards.

#### *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 has met twice to date and is developing written procedures for access Tableau data dashboards via the Tableau server.

#### **LEADS**

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

## Executive Cabinet Report to Board of Trustees

Board Meeting Date:	March 6, 2017
Executive:	Ruby Hayden
Department:	Student Services

### General Update

- Regarding Winter Enrollment, we are up winter 17 over winter 16 by almost 2%

### Admissions:

- We now have a full quarter of coaching and a permanent team in place: Mary Powers, Krystal Blair, and Maegan Barker
- Initial data indicates:
  - Number of Inquiries: Increase of 50%
  - Yield for winter '17: 18% (up from 9% same time last year)
- Quote from a student: The Admission Coach “was amazingly kind, encouraging and helpful ... and it made a hard process for me much easier. She didn't just let me drop either.”

### TRiO

- TRiO will be attending the North Shore School District’s “Life Beyond High School” night on March 6 at the North Shore School District Administration building. Jaime Sterio will be talking about the institution and Erin Smith, Lisa Anderson and Pat Hunter will have a table representing the TRiO Projects and The Learning Lab. We will also be handing out flyers on the upcoming Open House.

### Workforce Development

- We hosted over 30 King County Worksource, WDC, college, and community partners at a quarterly meeting on January 31st. The group received a warm welcome from Dr. Elliot Stern, who shared updates on LWTech, the growing list of BAS programs, and the innovative ways that we support students. Partners shared information about their organizations and we discussed ways of improving our partnerships to better support our clients/students.
- The Worker Retraining program received an additional \$34,000 to support students with tuition, books, and training completion aid for spring quarter.
- LWTech will be featured in the February 2017 Eastside Pathways Community Newsletter under the “Featured Partner” section. This is thanks to Amber Hisatake’s ongoing involvement with this organization, which consists of partners on the eastside committed to supporting the well-being and education of disadvantaged and low-income families.
- Demetra Biros represented LWTech at the local Kiwanis of Kirkland weekly luncheon. She presented the history and overview of LWTech, the services that we offer, and specifically the services provided within Workforce Development. Everyone was in awe of the stories that she shared about the students that we serve and the lives that are changed every day.

- Starting in February, the Workforce Development outreach team will participate in Bothell's new monthly Community Resource Day Fair located at Cascadia College.
- On March 17, LWTech will host the WorkFirst All Staff training with approximately 50 staff members from DSHS, ESD, Hopelink, YWCA, Bellevue College, LWTech, and other community partners. The training will be conducted by DSHS Regional Administrators and the focus will be on best practices in serving low income populations, supporting their path to employment, and helping them reach the goal of self-sufficiency.

# Student Enrollment at Lake Washington Institute of Technology

## Report to the Board of Trustees: Winter 2017

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Examining enrollment at LWTech through different lenses helps ensure the college is on track with several key initiatives. This quarterly report showcases student enrollment over three years (and the current year to date) in three specific categories:

1. Enrollment compared to target

Meeting enrollment targets allows LWTech to maintain current levels of state funding. Tracking enrollment over time provides the opportunity to project tuition revenue and plan for shortages. The college also uses this information to plan for increased marketing and outreach as needed.

2. Student demographics

LWTech's commitment to the new Equity, Diversity, and Inclusion Plan highlights the importance of understanding the student community served by the college. Tracking student demographics over time may provide early indicators of the college's success in creating a welcoming and inclusive environment. This initial report includes race and gender but other categories are available at Board or Presidential request.

3. Student persistence

Tracking student persistence (quarter to quarter reenrollment) may provide early indicators of the college's success with various Completion Initiative activities. This information, combined with Fall to Fall retention and overall graduation rates, will form the basis of the annual Completion Report (to be distributed each September).

The data below represents "real-time" data from the college's student management system. Reports with official data reported to the SBCTC at the end of the academic year are available on the LWTech's data dashboard site and cover a longer timeframe for better trending analysis: [www.lwtech.edu/data](http://www.lwtech.edu/data)

The enrollment office and office of institutional research will continue to collaborate on ways to provide a combination of useful data to both the Board of Trustees and the college community.

## Enrollment Compared to Target

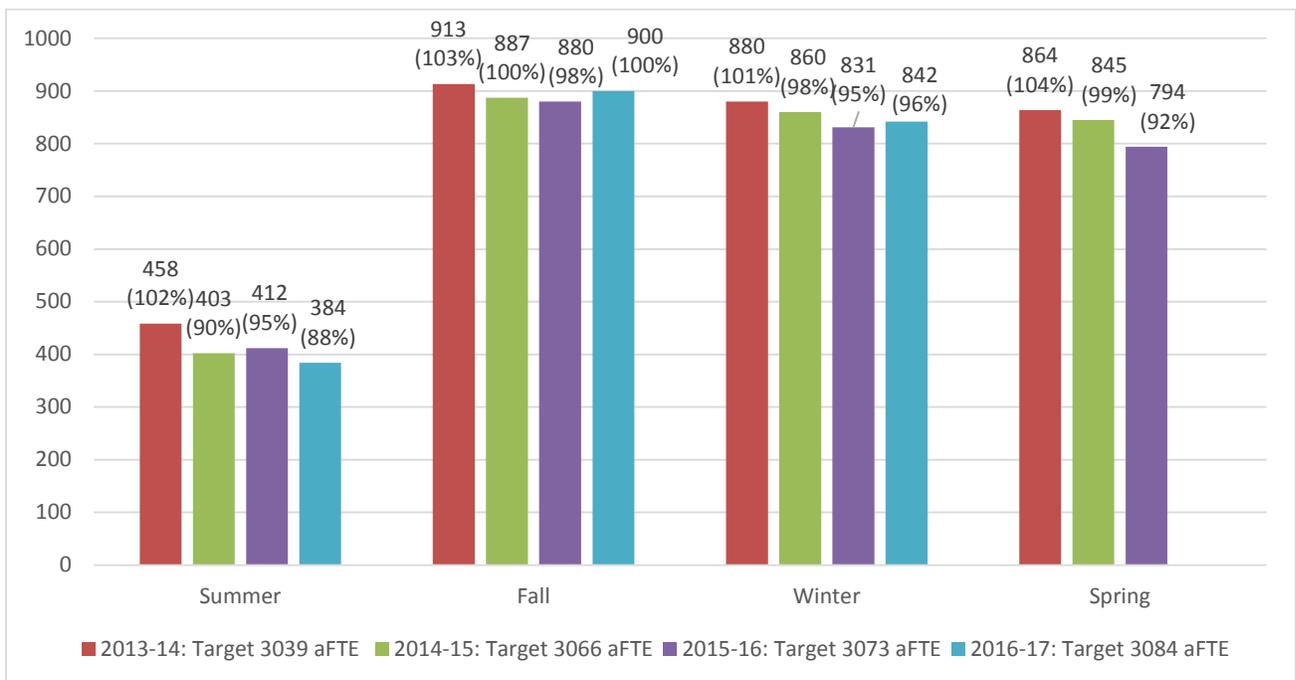
For the 2016-17 academic year, the college's annual Full Time Equivalent (aFTE) target is 3084. Using data from enrollment trends over the past three years, the Strategic Enrollment Management Committee (SEM) set quarterly enrollment targets of:

- Summer: 433.61 aFTE (14.06% of annual target)
- Fall: 903.92 aFTE (29.31% of annual target)
- Winter: 875.55 aFTE (28.39% of annual target)
- Spring: 870.92 aFTE (28.24% of annual target)

## General Enrollment Trends

- Softening enrollment as the state economy improves.
- Fall 2016, by headcount, was the college's lowest enrollment to date; data indicates that headcount is now improving (with a corresponding improvement to FTE)

Table 1: Enrollment compared to aFTE targets 2013-14, 2014-15, 2015-16, and 2016-17 to date (percent of target in parentheses)



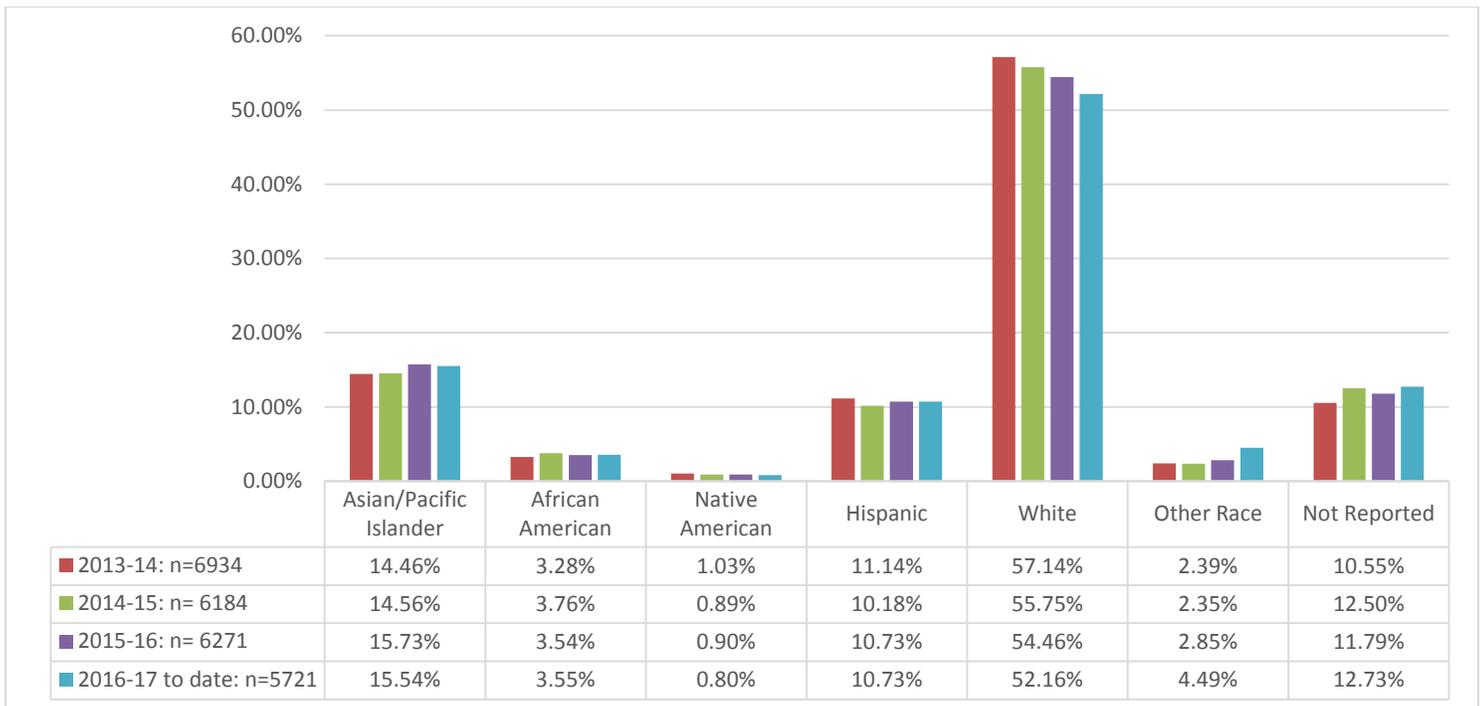
## Student Demographics

Viewing enrollment and graduation through the lens of race and gender provides one method for the college to determine its progress towards an inclusive and supportive environment for all students. The annual Student Diversity Report (distributed at the November Board meeting) provides more in depth information.

### General Enrollment Trends: Race

- In general enrollment in racial demographic categories is largely stable over the past 3 years with slight decreases in enrollment from students of color and a corresponding increase in white students this academic year (to date).
- According to a recent report from the SBCTC on equity challenges, 2010 census data for WA mirrors LWTech enrollment in the Hispanic population while the college enrolls greater percentages of Asian/Pacific Islander and students marking “Other” race and fewer students identifying as African American and Native American.

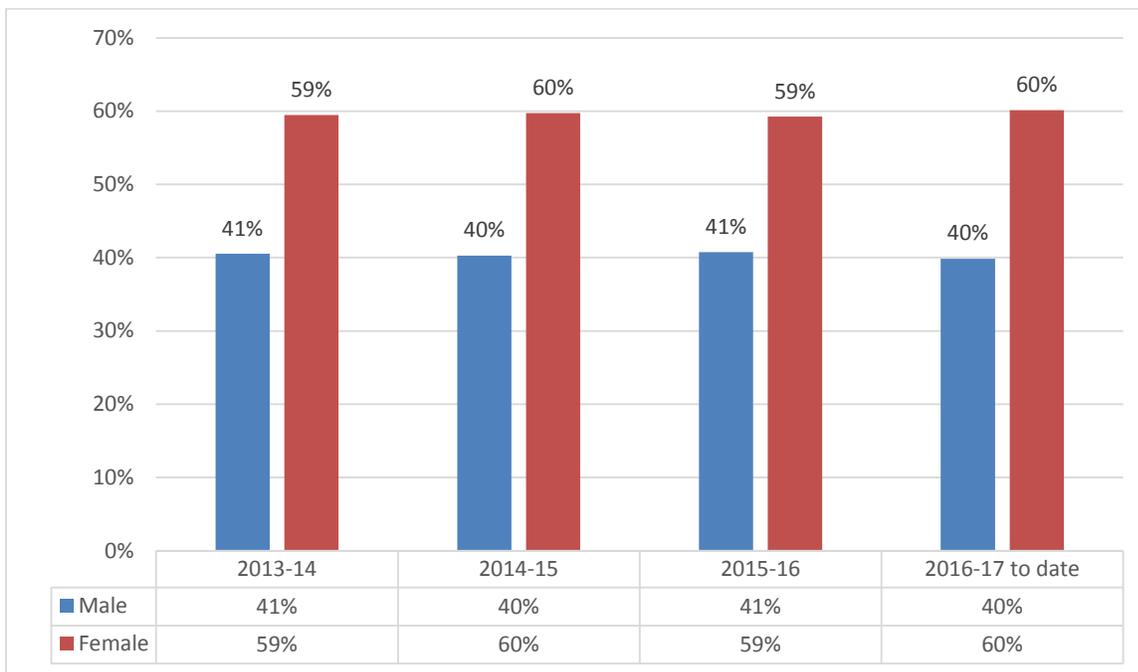
Table 2: Enrollment by race 2013-14, 2014-15, 2015-16 and 2016-17 to date



### General Enrollment Trends: Gender

- More female students than male students have consistently enrolled as a percentage of overall enrollment and in the past three year has remained at approximately 60% of total college enrollment.
- A very small number of students choose not to report gender (largely from Parent Education) and it is not included below; in the college’s annual student diversity report (distributed at the November Board meeting) an additional measure of gender beyond binary options is used.

*Table 3: Enrollment by gender 2013-14, 2014-15, 2015-16, and 2016-17 to date*



## Student Persistence

In light of LWTech's Completion Initiative, examining persistence (the number of students who return from one quarter to the next, excluding graduates) may provide an early indicator of the effectiveness of related college activities.

### General Persistence Trends

- Persistence seems to have improved since the implementation of the completion initiative over the past academic year; it is too early to tell if this the plan activities are having a direct impact but the upward trend is promising.

Table 4: Quarterly student persistence 2013-14, 2014-15, 2015-16, and 2016-17 to date

