

**Oregon Coast Community College**  
Board of Education Business Meeting Minutes  
Wednesday, November 13, 2019  
OCCC North County Campus  
3788 SE High School Dr. • Lincoln City, OR 97367

**A. CALL TO ORDER**

a. Board roll call.

Chair Osterlund called the meeting to order at 6:00pm. Board of Education members in attendance: Rich Emery, Debbie Kilduff, Alison Nelson-Robertson, Nancy Osterlund. Absent: Chris Chandler, Cliff Ryer, Jeff Ouderkirk.

b. Welcome.

Chair Osterlund welcomed OCCC staff in attendance, Ben Kaufmann, Dave Price and Emily Fasnacht, and guests Mr. Osterlund.

c. Approval of Minutes.

Nelson-Robertson moved Emery seconded the motion to approve the minutes from September 18, 2019 and October 23, 2019. All in favor. MOTION PASSED.

d. Finalize agenda.

Two changes to the agenda – Dave Price will give a marketing report and the Board Goals and President’s Goals have been added to Action Items.

**B. COMMUNICATIONS**

a. Written

Ryslingle shared with the board a letter written by an OCCC alumni who earned his associate degree from OCCC in 2016 then transferred to Pacific University and completed his bachelor’s degree in Computer Science.

b. Public comment on agenda items.

None.

**C. COLLEGE REPORTS**

a. Cultural Competency: Ben Kaufmann, Navigate Program Manager spoke about the House Bill 2864 Cultural Competency in Higher Education. The presentation included a description of the requirements and due dates of each requirement. Kaufmann updated the board members with the current process and plans for meeting 2020 requirements.

b. President’s Report.

Ryslingle announced that the draft report from the NWCCU evaluation team has been received and in reviewing the document, Ryslingle correctly reported the findings to the board last month. She has five days to review for accuracy of fact corrections. Ryslingle read the summary statement from the evaluation team’s report. Ryslingle was happy to report that an instructor for the Welding program has been secured for a February start date, he is a retired welding instructor from Portland, Mike Rasmussen. Ryslingle is confident in his abilities and experience in

community college welding programs which include teaching, managing the advisory committee, managing facilities and supplies and working closely with the Port of Toledo and LCSD. Ryslinge said the College is working closely with LCSD to work out how to share the cost of a full-time welding person. It will be easier to recruit for a full-time position. Ryslinge updated the board about current events happening in Student Services, they are busy helping students with FAFSA & ORSAA around the county. Kilduff inquired about Waldport sessions and Ryslinge will follow up (later determined that south county sessions are provided at the high schools). Ryslinge shared current enrollment is up about 10 FTE for now, fluctuations can be expected.. Emery asked about the effective date of independence if awarded independence and whether extra positions that will be needed. Ryslinge answered that these positions are included in the current budget for 19-20. Currently the implementation of the ERP has been very taxing on all the managers and other staff. Osterlund asked when will the College be dropping reliance on PCC? Ryslinge explained that financial aid processing and the College's connection to PCC will lag behind independence for up to one year. Nelson-Robertson asked if being an independent college will help with recruiting faculty? Ryslinge believes it will absolutely strengthen the College's chances of better recruitment opportunities.

c. Marketing Report: Dave Price presented to the board an update on new marketing campaigns and capabilities being delivered in a thoughtful, deliberate and strategic way. Along with his SBDC duties, Price is now the manager of all College marketing efforts. Over the summer he reported about the mobile marketing campaign and over the course of several weeks 369K ads were served to mobile devices that happened to be on a Lincoln County High School campus. A first ever for OCCC style of branding guide has been developed. A Marketing and Promotions Committee has been created that brings in broad input from many sectors of the college and also brings different generational perspectives. This committee provides input on promotions and how to reach gen z, and other potential community college students. Recently the College has purchased a database of Lincoln County high school students who took the PSAT in the last two years and have sent OCCC brochures to them. The brochures were handed out to board members for them to review. Price also showed the board members the OCCC website and its ease to access enrollment and scholarships. In addition, Price informed the board members of new posters that were created and distributed throughout LCSD to be hung in all the schools. Emery spoke of quality textbooks being available on-line. Price reminded the board that faculty member Matt Fisher is leading the state in finding OERs that drop costs of textbooks for students. Ryslinge shared that the college is looking forward to being able to encourage faculty to help students reduce textbooks costs.

#### **D. BOARD REPORTS**

##### a. Foundation Liaison: Nancy Osterlund

Nancy reminded board members that the Donor & Scholar Reception will be held Thursday, November 14<sup>th</sup> at 6:30pm and hopes they attend. The foundation will be meeting every other month rather than quarterly. Pearls of Wisdom is schedule for March 7, 2020.

##### b. OCCA Liaison: Richard Emery

Rich attended the OCCA Conference at Salishan and shared a few messages from the speakers

and summarized the topics of the break-out sessions and his appreciation of this quality conference.

c. Other Board Reports

Osterlund shared that she and Chris Chandler toured the Toledo welding facility with Mike Rasmussen, Dan Lara, Bud Shoemaker, US Representative Kurt Schrader, Karen Gray and others. She was very impressed with the program.

**E. INFORMATION AND DISCUSSION ITEMS**

a. Cliff Ryer received the Dedicated Service Award. Emery shared that Dedicated Service Awards were given at the OCCA conference and Cliff Ryer was recognized for his 8 years of service on the OCCC Board of Education.

**F. ACTION ITEMS**

a. Nelson-Robertson moved and Kilduff seconded the motion to approve the Board of Education 2019-2020 goals. All in favor. **MOTION PASSED.**

b. Kilduff moved and Emery seconded the motion to approve the President's 2019-2021 goals. All in favor. **MOTION PASSED.**

c. Nelson-Robertson moved and Kilduff seconded the motion to approve the Board Policy Updates for Chapter 5: Student Services

BP 5010 Admissions and Concurrent Enrollment

BP 5015 Residence Determination

BP 5035 Withholding of Student Records

BP 5040 Education Records, Directory Information, and Privacy

BP 5210 Communicable Disease – Students

BP 5400 Associated Students Organizations

All were in favor. **MOTION PASSED.**

**G. ANNOUNCEMENT OF FUTURE MEETING** – Wednesday, December 18, 2019 Central County Campus 400 SE College Way, Newport, OR 97366

**H. ADJOURNMENT** at 7:04pm.

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Minutes submitted by: Executive Assistant, Kathleen Andrews

Approved by:

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Birgitte Ryslinge, PhD