

**Oregon Coast Community College**  
Board of Education Business Meeting Minutes  
Wednesday, September 15, 2021  
Meeting ID: 922 0612 0222

**Regular Business Meeting**

**A. CALL TO ORDER**

a. Board roll call.

Chair Chandler called the business meeting to order at 6:00pm. Roll call was taken. Nancy Osterlund, Chris Chandler, Rich Emery, Debbie Kilduff, Jeff Ouderkirk, Alison Nelson-Robertson were in attendance. Cliff Ryer was excused.

b. Welcome.

President Ryslinge welcomed the OCCC staff in attendance:

Dave Price, VP Engagement & Entrepreneurship

Andi Spirtos, Foundation Development Director

Dan Lara, VP Academic Services

Andres Oroz, VP Student Affairs

Robin Gintner, VP Administrative Services

Joy Gutknecht, HR Director

Crystal Bowman, Nursing Director

c. Approval of Minutes.

Chandler asked for approval of the July 2021 business meeting minutes. Ouderkirk moved to approve, Kilduff seconded the motion.

All in favor. **Motion Passed.**

d. Finalize agenda.

No changes.

**B. COMMUNICATIONS**

a. Written

None.

b. Public comments.

None.

**C. COLLEGE REPORTS**

a. Community Education & Engagement Snapshot – Dave Price, VP Engagement & Entrepreneurship

Price updated the board with new marketing avenues that have been launched to drive engagement and enrollment. By using Google, Facebook, and other social media applications events such as the *One Stop Event* hosted by Student Affairs are being advertised to the community. Price noted that OCCC alumni may be present on LinkedIn and with the recent Alumni Association started by Andi Spirtos, Director of Development this venue will be another avenue to promote activities and connection with OCCC and its alumni. Price explained the Geo Fence application that he used at the 2019 commencement ceremony and used again in June 2021. Price gave kudos to the media outlets in the area that have supported and cooperated with the College to get the word out

to the community about college classes and adult education. Price mentioned that the marketing department is working to get more photos of students on campus and photos and videos of Waverly. Due to in-person restrictions due to COVID for over fifteen months he has not been able to get photos or videos of students on campus. Price ended his presentation with an update on community education classes. This term is the biggest line-up yet with 66 classes being offered and enrollment so far at 360 seats.

#### b. President's Report

Ryslinge noted that pandemic has taken a toll on enrollments, and she is confident we have done all things possible in marketing department and student affairs to re-engage students and the community. The college was a location for a COVID vaccine clinic and that 105 vaccines were given, there is still one more day of clinic to be held. The Fall Term starts September 27<sup>th</sup>, and the schedule provides a lot of flexibility for students so they can engage in a way they feel good about both their personal safety and learning style. Classes are being offered as face to face, hybrid, online synchronous and asynchronous, and hyflex. The college now has a full-time welding instructor which is excellent for the program. The SBDC is offering a series on how to start or enhance a childcare business to help to strengthen the community's childcare opportunities. Finally, Ryslinge updated the board on the MIC Maritime Innovative Center, now evolved into O2IH Oregon Ocean Innovative Hub. OCCC is part of the collaborative applying for federal funding under the Build Back Better funding stream. If successful, the amount of funding reaching the coastal region will ramp up the "blue economy" and for OCCC the proposal will include the matching funding for the WERC building.

#### c. Draft Strategic Planning Process – President Ryslinge

Ryslinge presented a draft plan for the process to develop the next 5-year strategic plan for the college. Approval of the strategic plan is the responsibility of the Board, as is deciding to what extent the Board wishes to be involved in the development of the plan. The Strategic Plan is a blueprint of how the College fulfills its mission. Ryslinge presented a draft process plan and invited the Board to provide feedback on both the process and the level of Board involvement. The next plan will cover 2022 to 2027. There are three phases to the process:

- Phase I: Information gathering for input into the planning process from internal sources, external sources, and models from other community colleges. Internal is information from employees, next week at in-service there will be a session where employees will be engaged in the process. Students will also be asked to provide information, we have yet to confirm how we will get information from students, also the SBDC will be included to provide information. The external group will include health care and maritime and AQS areas. The EDALC will also be a strong external resource. Most community college plans are available on their websites. T
- Phase II: Work with the inputs of Phase 1 to understand broad themes and how internal and external views will inform the plan development. The draft process plan has the Board as one part of the review of the gathered information. Other potential review groups include College Council, All Managers Group and Diversity, Equity, and Inclusion committee. The themes will be given to the Executive Team who will further refine the themes, establish benchmarks and goals, and draft strategic plan to focus and guide the work of the college. The draft will be available for open comment and final adjustments will be made before the plan is presented to the board for approval. It is the goal for the plan to be summarized in one-page so that it is clear and will be utilized.
- Phase III: Action. Once the Board approves the new strategic 5-year plan, the action phase begins with a roll-out to the college and community. The Board retreat (summer 2022) will review the strategic plan and

the communication plan, and how the Board will be able to monitor progress against the plan.

Ryslinge shared the copy of a one-page document from Clackamas Community College that she would like to use as a guide for the OCCC Strategic Plan. Board members were agreeable with the planning process as presented.

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

##### a. Foundation: Nancy Osterlund

Osterlund reminded the board that Ella Salmonella raffle tickets are available at \$100 each and the winner will be selected on Thursday, October 28<sup>th</sup>. Once again, there will not be an in-person Donor & Scholar reception due to pandemic, and a booklet with scholarship awardees and donor recognition will be sent to all donors. The foundation is having an Art Show and Auction event throughout October. Student art is being shown in the commons and can also be viewed virtually and available for sale through the 32auctions application.

##### b. Oregon Community College Association Liaison: Rich Emery

Emery shared that the OCCA board has begun the search the next OCCA President since Cam Preus is retiring. Two candidates have been selected out of the group that applied. The OCCA Board Training has been changed to be a zoom meeting. The annual conference is scheduled in Sun River in November, the choices for attendance are to postpone it till May, have a small conference in Sun River, cancel altogether – although to cancel will cost OCCA \$60K.

##### c. Other Board Reports

Nelson-Robertson asked about the process for selecting students for programs when there is a waitlist, in particularly the welding program. She asked for a report back on how students are selected to programs with limited seats, does selection consider geographical, equity, diversity, and underrepresented people of color? Ryslinge appreciated Nelson-Robertson's comments and will work with Dan to get a presentation on the welding program on the agenda soon. Ryslinge reminded the board that the welding program is a four-way partnership for funding, the College, Lincoln County School District, Port of Toledo, and Northwest Oregon Works. The seating is limited, and half seats are under the school district.

#### **E. INFORMATION AND DISCUSSION ITEMS**

##### a. BOE Participation in board training and Annual Conference

Ryslinge reminded the board about the OCCA orientation and board training for new and ongoing board of education members. The Annual Conference is November 3<sup>rd</sup> through the 5<sup>th</sup> in Sun River, President Ryslinge will be attending in person if it is held in this format.

##### b. Process (committee) to address census driven zone review and balancing.

Chandler recommends a committee of board members be created to draft a recommendation to the Board on any zone rebalancing that results from the 2020 census. Balancing the seven zones of the OCCC BOE on a population basis every 10 years concurrent with the census is required by Oregon law. Board members agreed to have three members on the committee. The committee should be made up of preferably members who will not be running again soon for reelection, Nancy and Cliff have agreed to serve along with Chris. Birgitte will be a non-recommending member of the committee. The committee will work with Dana Jenkins, County Clerk. The committee will make a proposal to the full board for approval.

#### **F. ACTION ITEMS**

a. Kilduff moved to have a committee of three, Chandler, Ryer and Osterlund be created to address the census data, Ouderkirk seconded the motion. All were in favor. MOTION PASSED.

**G. ANNOUNCEMENT OF FUTURE MEETING** – the next Board of Education Business meeting will be held on Wednesday, October 20, 2021, at 6:00pm to be held via Zoom.

**H. ADJOURNMENT** at 7:18pm.

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*OCCC Board meetings are held in accordance with open meeting laws and with accessibility requirements. If a person with a disability needs assistance to participate in a meeting, please notify the President's Office at (541) 867-8532 at least 48 hours in advance. A sign-up sheet for those who wish to offer comments or testimony on any item will be available at the entrance.*

Minutes submitted by: Executive Assistant, Kathleen Andrews

Approved by:



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Birgitte Ryslinge, PhD  
Clerk of the Board