

MEMBERS:

- **Wendy Bohlke**
Chair
- **Teresa Taylor,**
Vice Chair
- **Jeff Fairchild**
- **Rebecca Johnson**
- **John Pedlow**

If you are a person with a disability and require an accommodation while attending the meeting, please contact the President's Office at rkloke@whatcom.edu two days prior to the meeting to allow sufficient time to make arrangements.

**NEXT MEETING
REMINDER**

April 12, 2023

- I. Call to Order & Approval of Agenda, and Notice of Public Comment Time
- II. Consent Agenda Tab 1
 - a. Minutes of February 15, 2023 Board of Trustees Meeting (Attachment A)
- III. Executive Session
 - to evaluate the qualifications of an applicant for public employment or to review the performance of a public employee...
- IV. Action Item Tab 2
 - Tenure consideration
- V. Public Comment
 - [Protocols for Public Comment](#)
- VI. Report from the President
- VII. Reports Tab 3
 - ASWCC – Joshua Norton, President
 - WCCFT – Anna Wolff, President
 - WFSE – Dan Andreason, President
 - Administrative Services –Vice President Nate Langstraat
 - Student Services – Vice President James Siegel
 - Instruction – Vice President Barry Robinson
- VIII. Discussion/Items of the Board
 - ACT Spring Conference – May 15-16, 2023
- IX. Executive Session
 - ...as provided in RCW 42.30.110 and 42.30.140 (4)(a), to discuss collective bargaining
 - ...to evaluate the qualifications of an applicant for public employment or to review the performance of a public employee
 - to discuss with legal counsel representing the agency matters relating to litigation or legal risks of a proposed action or current practice the agency has identified when public discussion of the litigation or legal risks is likely to result in an adverse legal or financial consequence to the agency
- X. Adjournment

***The Board of Trustees may adjourn to an Executive Session to discuss items provided for in RCW 42.30.110 (1):**

- (b) to consider the selection of a site or the acquisition of real estate by lease or purchase...;
- (c) to consider the minimum price at which real estate will be offered for sale or lease...;
- (d) to review negotiations on the performance of a publicly bid contract...;
- (f) to receive and evaluate complaints or charges brought against a public officer or employee...;
- (g) to evaluate the qualifications of an applicant for public employment or to review the performance of a public employee...; or as provided in RCW 42.30.140 (4)(a), to discuss collective bargaining
- (h) to evaluate the qualifications of a candidate for appointment to elective office...;
- (i) to discuss with legal counsel representing the agency matters relating to agency enforcement actions... or... litigation or potential litigation...



CONSENT AGENDA

- a. Minutes of February 15, 2023 Board of Trustees Meeting (Attachment A)

SUGGESTED RESPONSE

The chair reads out the letters of the consent items. Then the chair states: "If there are no objections, these items will be adopted". After pausing for any objections, the chair states, "As there are no objections, these items are adopted."

Whatcom
COMMUNITY COLLEGE
MINUTES
BOARD OF TRUSTEES MEETING
237 W. Kellogg Road, Bellingham
Laidlaw 143
Wednesday, February 15, 2023
2:00 p.m.

- ➔ **CALL TO ORDER** Chair Wendy Bohlke officially called the Board of Trustees meeting to order at 2:00 p.m. Present in addition to the chair were trustees Jeff Fairchild, Rebecca Johnson, John Pedlow and Teresa Taylor, constituting a quorum. Others present included President Hiyane-Brown; Nate Langstraat, Vice President for Administrative Services; Barry Robinson, Vice President for Instruction; James Siegel, Vice President for Student Services; Julie Nicholl, Assistant Attorney General; and Rafeeka Kloke, Executive Director for the Office of the President.

Chair Bohlke began with a land acknowledgement to recognize and pay respect to the Coast Salish Peoples as traditional stewards of this land and the enduring relationship that exists between Indigenous Peoples and their traditional territories.

ACTION TO ACCEPT AGENDA

- ➔ Trustee Taylor moved to accept the agenda. It was seconded by Trustee Johnson and the **motion was approved.**
- ➔ Chair Bohlke announced that there is a designated time for public comment on the agenda.

CONSENT AGENDA

- ➔ **Consent Agenda**

Minutes of January 11, 2023 Board of Trustees Meeting and WCC Fall 2022 Graduates.

Chair Bohlke stated: "If there are no objections, items in the consent agenda will be adopted." As there was no objection, these items were adopted.

WCC TRUSTEE ENDOWED SCHOLARSHIP AWARD

- ➔ Chair Bohlke presented the Whatcom Community College Board of Trustees Endowed Scholarship Award of \$1,000 to Eva Brown, ACT Transforming Lives Award recipient.

Brown expressed her gratitude for the experience at the ACT Transforming Lives Award dinner.

STRATEGIC CONVERSATION

➔ Community Transition – Nate Langstraat, Vice President for Administrative Services

President Kathi introduced guests from the Bellingham School District: Dr. Greg Baker, Superintendent; Analisa Ficklin, Assistant Director; Jessica Sankey, Chief Operations Officer.

Greg Baker, Bellingham School District Superintendent, expressed his appreciation for being at the meeting to share this new partnership with WCC that will provide the needed support for students in the Community Transition program.

Annelisa Fickland and Jessica Sankey provided an overview of the program and the opportunities with the partnership, highlights included:

- Serves student age 18-21 through a Special Education Program within BCS
- Support students in achieving goals in the areas of education/training, employment and independent living
- Provides continuum of services in classroom-based learning, work-based learning, and a variety of community experiences
- A testimonial video including CT students' stories
- Important in increasing opportunities for CT students' opportunities to interact with community especially other students in higher education such as community college
- Increase opportunities for inclusion for young adults with disabilities within the broader community

Nate Langstraat provided an overview of the potential site on campus and the next steps which included board approval of the proposed Board Resolution.

➔ Budget Update – Nate Langstraat, Vice President for Administrative Services

Langstraat shared a PowerPoint with an update of Fiscal Year 2023 Budget which included information on revenue forecast vs actuals, expenditure forecast vs actuals and mid-year review process and Fiscal Year 2024 budget development.

Highlights included:

- Compensation items funded at 83% state allocation and 17% tuition in Governor's proposal budget which will translate to a budget reduction of \$800,000 to \$1,000,000 for WCC. It is critical to get full funding from the state for compensation mandates.
- Operating Budget development timeline was shared noting that all campus budget forums and 1st and 2nd readings with the Board of Trustees will occur in May-June.

ACTION ITEM

➤ Board Resolution – Ground lease with Bellingham Public School for Community Transitions Program

Trustee Johnson move to adopt resolution 2023-01 which supports a partnership with the Bellingham Public School to locate their Community Transitions facility and program on the Whatcom Community College campus via a formal ground lease agreement. It was seconded by Trustee Taylor and was unanimously approved.

PUBLIC COMMENT

- Chair Bohlke called for public comment. She announced a 15-minute public comment period with 2 minutes allocated to each person.
- There was no public comment.

PRESIDENT'S REPORT

- President Kathi introduced new Vice President for Student Services, James Siegel. Siegel shared that he appreciated everyone being so welcoming.
- On February 13, 2023, a new sculpture titled ININYAX' A7N (Thunderbird) by artist James Harry was installed outside of the Phyllis & Charles Self Learning Commons. A short video of artist James Harry describing the artwork was shared.
- President Kathi shared her excitement of the new partnership with Bellingham Public Schools and thanked Nate Langstraat, Vice President for Administration, for his work on this project.
- WCC's "Know the Line posters" have been nationally recognized and published in National Academies of Sciences, Engineering, and Medicine's (NASEM) Action Collaborative on Preventing Sexual Assessment in Higher Education's Partner Network repository of work to be shared with other members. Thank you to the hard work of WCC's NASEM Leader Team.
- President Kathi signed on to the letter to Washington State Legislature from the Washington Association of Community and Technical Colleges to advocate for 100% state funding for COLAs negotiated by the Governor's office and the salary increased provided through I-732; and 100% state funding for the system's operating budget request.
- The Strategic Planning Core Team continues to make progress on development of a draft to engage campus in strategic planning session on Professional Development Day on February 21, 2023. Sarah Simpson has met with a number of key community stakeholders to solicit feedback. The core team will incorporate those feedback into the draft to present to campus.

REPORTS

- **ASWCC** – Joshua Norton, president
 - Norton noted the increased in attendance at ASWCC campus events.
- **WCCFT** - Anna Wolff, President
 - Wolff shared the resolution approved by the faculty union which members will take to Olympia to share with legislators on February 20, 2023.
 - The Union’s Executive Committee met with President’s cabinet to discuss legislative advocacy. The Executive Committee is also looking forward to working with classified union leadership to support each other’s lobbying efforts.
 - Wolff also noted that the union is tracking Senate Bill 5476 and House Bill 1523

DISCUSSION/ITEMS OF THE BOARD

➤ **ACCT Legislative Summit**

Trustee Pedlow shared the summit provided opportunities to connect with legislators and fellow trustees across the state and nation. The theme of this year summit was focused on the Role of Community College and Workforce Development. There was a lot of discussions on services to support the whole student.

Summit had great keynote speakers and interesting topics. 62 presidents and trustees from Washington state attended the summit.

EXECUTIVE SESSION

- At 3:30 p.m. the meeting was adjourned for a closed session of the Board for thirty minutes as provided in RCW 42.31.110, to discuss collective bargaining and a Executive Session immediately after the closed session, to evaluate the qualification of an applicant for public employment or to review the performance of a public employee... and to discuss with legal counsel representing the agency matters relating to litigation or legal risks of a proposed action or current practice the agency has identified when public discussion of the litigation or legal risks is likely to result in an adverse legal or financial consequence to the agency...

Chair Bohlke announced that action was not anticipated. Guests included President Kathi Hiyane-Brown, Vice Presidents Nate Langstraat and Barry Robinson, Executive Director Rafeeka Kloke and Assistant Attorney General Julie Nicoll.

The Executive Session was adjourned at 4:00 p.m. and the Board reconvened into open session at 4:00 p.m.

ADJOURNMENT

- There being no further business, the meeting was adjourned at 4:00 p.m.

MEMORANDUM

Office of the President

TO: Board of Trustees
FROM: Kathi Hiyane-Brown
DATE: March 15, 2023
RE: Tenure Consideration

State law (RCW 28B.50.852) and the Negotiated Agreement require that full-time faculty members employed primarily with state funds be extended, awarded or denied tenure by the last day of winter quarter during their third year of employment .

In anticipation of the future consideration for tenure, each new full-time faculty member is assigned a Probationary Review Committee. The role of that committee is to:

- Assess and advise the probationary of his/her/their professional strengths and weaknesses and to make reasonable efforts to encourage and aid in overcoming any deficiencies.
- Conduct the probationary review process in accordance with the Negotiated Agreement between the Faculty Association and the Board of Trustees.
- Provide a written recommendation to the appointing authority for or against the awarding of tenure.

The Probationary Review Committee assigned to work with the probationary faculty member have submitted the committee final report and recommendation for consideration by the Board of Trustees.

DISCIPLINE	FACULTY MEMBER & CHAIR
Nursing	Saeed Niyati, Ines Poblet

Possible Actions for probationary faculty member

- To award tenure: Move the award of tenure to
- To deny tenure: Move to deny tenure to
- To extend probationary period: By mutual consent of the committee, the probationer, and the Board, move to extend the probation period by

Reports to the Board of Trustees March 15, 2023 Meeting

➤ ASWCC – Joshua Norton, President

- **Student Engagement** (*1.3 Promote student access through quality services and resources*)
- Executive Board
 - Advocacy Day- Feb 2nd: Executive Board visited Olympia to express issues of concern with local legislators, their platforms included greater access to childcare, extending and expanding the Washington College Grant, housing affordability, access to mental health resources, and Chapter 35 VA benefits that are restricted by Washington State Law.
 - Find Your Pod Feb 4th: 45 Attendees, second of three student led leadership conferences. This conference aligns with guided pathways work and links student to academic communities. Keynote speaker Gretchen Coulter, an English faculty member provided a compelling presentation about identities and community.
- Programming and Diversity Board
 - Whatcom’s Winter Wednesday Weekly Mingles (Wingles)
 - Feb 1st: 72 Attendees
 - Feb 8th: 62 Attendees
 - Feb 15th: 79 Attendees
 - Feb 22nd: 58 Attendees- Lower number likely linked to weather.
 - Women & Girls in Sports Day, Feb 1st- The PDB partnered with Orca Athletics to put on a half time show during a basketball game and provide activities to celebrate women and girls in sports.
- ASWCC Clubs:
 - 18 clubs are currently chartered with 4 in process.
- ASWCC Senate:
 - Senate Meeting, January 9th: Senators met to review a travel request for a club on campus, as well as to hear reports given by S&A Fee recipients.

➤ Administrative Services—Nate Langstraat, Vice President

- **Bookstore** (*4.1 Offer programs, services, and facilities that support college needs and market demands, 3.1 Ensure all students have access to campus resources that support educational success*)
 - In support of WCC’s last 2023 men’s and women’s home basketball games and Sophomore Appreciation Night, the Bookstore operated its third pop-up shop for winter quarter. Parents and fans shopped Bookstore tables in the Pavilion for a wide variety of WCC sportswear and merchandise before, during and after the games.
 - During the Professional Development Day/Employee Appreciation sale, Whatcom staff purchased over \$1,000 in WCC sportswear and logo

merchandise. This exemplifies employee pride for WCC and tremendous support for the bookstore.

- **Conference & Event Services (CES)** (4.1 Offer programs, services, and facilities that support college needs and market demands)
 - External agreements have been confirmed for the South Asian Mental Health Awareness Seminar, The Roller Betties (bout), Kailea’s Double Digit Birthday Bash, Bellingham School District/Unified Sports, WCASA (adult soccer), Bellingham Warriors Lacrosse, WFC Rangers (soccer), and Chuckanut Bay Rugby.
 - Conference & Event Services will support the following internal events: Music Department’s Winter Concert, Fireside Chat: International Women’s Day, and the Winter Nursing Pinning Ceremony.
 - Planning has begun for 2023 Commencement, scheduled for June 16, which will be held again outdoors on Orca Field.
- **Facilities and Operations** (4.1 Offer programs, services, and facilities that support college needs and market demands)
 - The new outdoor sculpture titled ININYAX’A7N (Thunderbird) by artist James Harry was installed on Monday, February 13. This is the commissioned art piece associated with the Phyllis & Charles Self Learning Commons, which is in the north quad area of campus.
- **Finance** (4.1 Offer programs, services, and facilities that support college needs and market demands)
 - In preparation for FY24, budget development tool trainings were provided for academic budget development on 2/10/23 and operating budget development on 2/13/23. The official kick-off to FY24 budget development and accompanying communications was initiated on 2/23/22.

➤ **Student Services—James Siegel, Vice President**

- **Athletics and Recreation** (Goal 1.3 Promote student access through quality services and resources, 2.5 Cultivate community awareness and support for the college, Goal 3.5 Improve recruitment and retention of diverse students, faculty, staff, and administrators)

Recreation

- Yoga for Wellness class for faculty and staff on Thursdays is averaging 20 participants (group fitness pilot program).
- January 2023 SRC facility access total was 2876. February 2023 total (through 2/24) is 2514. February is on pace to have higher facility usage than January 2023.
- SRC Dodgeball Tournament occurred 2/17. Tournament had about 40 participants.

Athletics

- Average home attendance for basketball season was about 75-100.
- Several successful game day theme night collaborations throughout the basketball season
 - 2/1, National Women and Girls in Sport Day. Collaboration with Student Life and the Bookstore.
 - 2/8, Zip Code night. A competition between fans from various local zip codes.

- 2/25, Sophomore Night. Collaborated with WCC Foundation’s Alumni Association and Bookstore. The women’s game was our second highest attendance for the season. Over 125 spectators.
- **Access and Disability Services** (3.1 Ensure all students have access to campus resources that support educational success; 3.3 Increase services focused on supporting marginalized student populations to close the equity gap in student outcomes; 4.3 Provide ongoing opportunities for faculty and staff professional growth)
 - 225 students registered with ADS and enrolled Winter Quarter.
 - 106 students have enrolled for Spring (this number will increase).
 - In partnership with one of the WCC psychology professors, presented a workshop “Teaching and Supporting Students with ADHD.” 43 attendees and the request to repeat this workshop.
- **Student Life and Development** (1.3 Promote student access through quality services and resources, 1.4 Provide students with mentors, internships, and career preparation, 2.1 Increase collaboration and communication to serve collective needs across the College, 2.2 Create teaching and learning communities, 3.1 Ensure students have access to campus resources that support educational success, 4.1 Offer programs, services, and facilities that support college needs and market demands, Heidi Farani, Director for Student Life & Development)
 - Orca Food Pantry:
 - In the last month there were 297 visits to the food pantry by current WCC students. Each student is limited to one visit per week.
 - Received donations from Christ the King Community Church, Miracle Food Network, and campus donations in the past month. Christ the King donated 16.9 lbs, Miracle Food Network donated 379 lbs, and campus donations accounted for 122.5 lbs. These donations totaled 512.9 pounds.
 - ASWCC/OSLD Hiring:
 - OSLD onboarded 1 ASWCC Programming and Diversity Board Member. The Programming and Diversity Board now has a full team.
- **Entry & Enrollment Services** (1.3 Promote student access through quality services and resources; 3.4 Revise policies, practices, services, and curricula from an equity-based lens)
 - Admissions Applications for Spring 2022: 1097. Spring 2023: 1350. Increase: 23%
 - FTE for Winter 2022: 2567. FTE for Winter 2023: 2526.
 - Spring Quarter registration for currently enrolled students began on 02/22/23. Classes begin 04/04/2023
- **Intercultural Services:** (Goal 3.3 Increase services focused on supporting marginalized student populations to close the equity gap in student outcomes, 4.3 Provide ongoing opportunities for faculty and staff professional growth)

- The Intercultural Center Peer Navigators (ICPN) completed 24 class visits in February. This was an opportunity for our Peer Navigators to work on their public speaking skills and make new connections with the campus community. This was a positive experience for our Peer Navigators, as it gave them an opportunity to take pride in all the impactful work they are doing in the Intercultural Center and showcase some of the specific events/programming they have been working on.
 - The students and advisors of the Black Student Union designed, organized, and led/hosted 5 meaningful events in honor of Black History Month. Each event had strong turnout and participation (approx. 20-30 people), and the students were able to highlight issues that our important to them and the Black community with their WCC peers. It also provided spaces to celebrate the Black community, their history and culture.
 - The Intercultural Center Peer Navigators (ICPN) completed a 2-part (90 minutes each) training, facilitated by Yusuke Okazaki, examining the connections between the history of colonialism and current DEI issues. This training provided frameworks for the ICPNs to make connections between their lived experiences and the larger historical forces that impact them. The training equipped them with critical knowledge to better detect the root causes of harmful practices and patterns. The ICPNs are already applying the newly acquired knowledge and frameworks to inform their programming and mentoring efforts to support our students of systemically non-dominant identities.
- **K-12 Partnerships** (2.3 Strengthen partnerships with K-12 and higher education institutions. 2.4 Foster learning, service, and leadership opportunities through community partnerships. 4.2 Increase college enrollment and secure resources for the continued viability of the College)
 - Postcards were mailed out to 13,000 households on 2/24/23.
 - **Residence Life** (Goals 1.1 Improve student success in retention, completion, transfer and employment; 1.2 Foster student learning through student-centered teaching and learning practices; 1.3 Promote student access through quality services and resources; 2.1 Increase collaboration and communication to serve collective needs across the College; 2.2 Create teaching and learning communities; 2.5 Cultivate community awareness and support for the College, Terri Thayer, Director for Community Standards & Residence Life)
 - Cedar Hall Prom: Some of our residents didn't get a Prom experience due to COVID. Residence Life hosted a prom for residents which included music, dancing, and refreshments. There were over 75 people in attendance.

➤ **Instruction— Barry Robinson, Vice President**

- **NCyTE** (1.1 Improve student success in retention, completion, transfer, and employment; 4.2 Increase college enrollment and secure resources for the continued viability of the College.)

Cybersecurity Grants Activity

- On January 5, NCyTE hosted a workshop in Florida for 13 faculty to learn about teaching cybersecurity applied to advanced manufacturing. This was a pilot project in collaboration with FLATE—the Florida Advanced Technological Education (ATE) Center. NCyTE is collaborating with several National Science Foundation-funded ATE centers to offer a similar but more robust event for up to 300 participants in August 2023. This conference, called Cybersecurity Across Disciplines (CyAD), will develop curriculum, and provide training to faculty on applying cybersecurity to manufacturing and automation, critical infrastructure, business, healthcare and life sciences, and automotive/autonomous vehicles. Stipends will be provided to support participation.
- In mid-January, Pres. Kathi Hiyane-Brown and Special Projects Director Janice Walker presented about NCyTE projects and resources during three sessions at the American Association of Community College's (AACC) Workforce Development Institute in Indian Wells, CA. Approximately 300 community college workforce administrators and faculty attended the panel discussions and presentations. Other panelists included personnel from Microsoft Philanthropies, Women in Cybersecurity (WiCys), Dell Technologies, National Initiative for Cybersecurity Education (NICE), Howard Community College and AACC.
- In January / February the Center of Academic Excellence (CAE) Candidates National Center (CCNC) hosted virtual workshops on Advising and Peer Reviewing for 37 faculty experts who support colleges in the process of applying for the CAE designation.
- In late January NCyTE and the new Cybersecurity Center of Excellence (Cyber CoE) for Washington State collaborated to offer a virtual professional development workshop for 27 attendees on Introduction to Cloud with Azure. Seven participating faculty were from Washington State which was a focus of the activity.
- NCyTE has been hosting information sessions for over 100 participants throughout January and February on the Cyber Career Challenge project. This project was piloted in 2022 led by faculty at California State University San Bernardino. It is being expanded this year and provides participating students (with a focus on community college students) with the opportunity to gain real world hands-on experiences that demonstrate competency, working in teams, and ultimately creating a fully functional information system in support of a (fictional) business.
- Twenty-three NCyTE members attended the February NCyTE monthly meeting on Geotech – Satellite Positioning & Data Acquisition presented by the GeoTech ATE Center.
- In late February NCyTE offered another virtual professional development workshop to 14 faculty on Cybersecurity & Programming for Internet of Things (IoT) Technicians. Participants received significant content and resources for enhancing their knowledge and pedagogical skills.

• **International Programs** (3.5 Improve recruitment and retention of diverse students, faculty, staff, and administrators; 4.1 Offer programs, services, and facilities that support college needs and market demands; 4.2 Increase college enrollment and secure resources for the continued viability of the College.)

- International Programs is expecting to welcome roughly 25 students for the spring 2023 quarter. The majority of the students will be coming from partner universities in Japan and will stay at Whatcom for 3–9 months before returning to their universities in Japan to complete their bachelor's degrees. Students from Peru, Mongolia, Vietnam, Colombia, and Canada are also expected to arrive next quarter.
- International Programs advisors are in the midst of spring quarter registration advising. All international students living in the U.S. are scheduled to meet one-on-one with an advisor for a one hour advising appointment. Students plan their spring quarter schedules, review their long-term academic goals, and receive support regarding immigration and university transfer questions.
- Study abroad participation is picking up. Two Whatcom students returned from a program in Australia and New Zealand on March 1. Four Whatcom students attended the Pre-Departure Orientation for the Rome study abroad program on February 25. They are part of a group of 27 students from community colleges across the state who will depart for Italy on March 31.

• **Transitional Learning/ESOL** (4.2 Increase college enrollment and secure resources for the continued viability of the College.)

- Successful integration of international students in the daytime ELL Core Classes: We are completing a second successful quarter of having international students at the Intensive ESOL level enrolled in the daytime 10-credit ELL Core classes. The number of intensive ESOL students are as follows:
 - Fall – 9 students
 - Winter – 5 students
 - Spring – 9 students (8 will be new students)

This integration has proved beneficial to the ELL program in that these are added enrollments for the daytime classes which have tended to have lower numbers. Additionally, these international students benefit from participating in a more diverse classroom environment. Finally, this integration allows Whatcom to accept international students at any language proficiency level and serve them as they progress to ESOL Transition and academic classes

- Adding an additional evening ELL class both winter and spring quarters: In response to an increased demand for English Language Learner evening classes, the Transitional Learning team made the decision to cancel low-enrolled classes and instead offer an additional section of ELL at night winter quarter and will continue to offer the additional section spring quarter as well. We are seeing an increased demand for ELL instruction in the evening; in fact, for the first time in memory, we have offered a single level, level one class. This demand for evening ELL is being experienced by other colleges in the state according to reports at a recent Council for Basic Skills meeting.

➤ **Marketing and Communications – Rafeeka Kloke, Executive Director for the Office of the President**

Communications, Marketing and Publications Programs & Campaigns: (3.5 Improve recruitment and retention of diverse students, faculty, staff, and administrators; 4.1 Offer programs, services, and facilities that support college needs and market demands; 4.2 Increase college enrollment and secure resources for the continued viability of the College.)

Social Media Analytics:

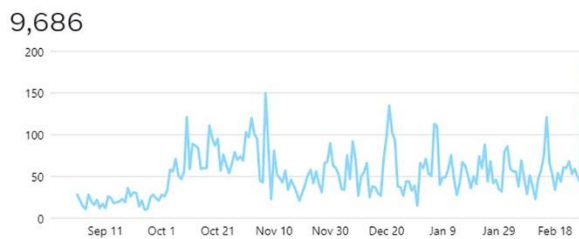
This is a global comparison of our audience behavior. The below graphics show that there has been an increase in audience engagement on Facebook and Instagram from year to year.

- This year we started delivering more lighthearted posts with the intent to show more personality. This has increased our audience engagement and interaction.
- This indicates that our audience is engaging with our posts on a more personal level beyond happenings at the college.
- We will continue to show you deeper insights in future board reports.

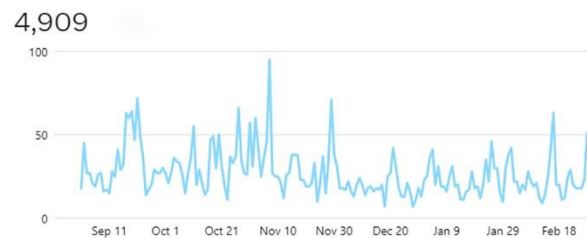
FB/Instagram Page and Profile Visits: Comparison Analytics Year to Year		
	FB	Insta
Sept. 1, <u>2022</u> to Feb. 28, 2023	9,686	4,909
Sept. 1, <u>2021</u> to Feb. 28, 2022	4,433	4,767
Growth	118%	3%

Page and profile visits September 1, 2022-February 28, 2023

Facebook Page visits



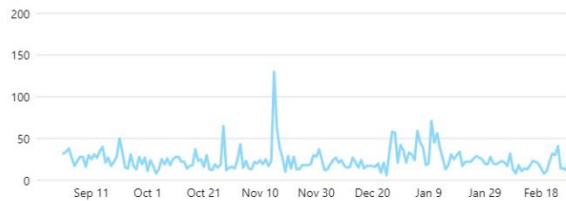
Instagram profile visits



Page and profile visits September 1, 2021-February 28, 2023

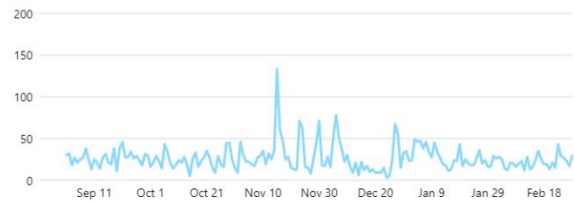
Facebook Page visits ⓘ

4,433



Instagram profile visits ⓘ

4,767



Projects:

- Running Start Video and photo Shoot: March 14.
- Web redesign: Guided Pathways wire frame complete, content migration in progress. Launch planned April 27, 2023.
- Publications completed or in development - for a variety of events and programs:
 - Medical Assisting Program: social media and poster/handout promotion to boost spring enrollment
 - Spring quarterly newsletter
 - Outreach logo
 - Earth Week Student logo contest – flyer, FIN, Soc. Media
 - Student Showcase of original work - flyer
 - **Photo shoots:** Thunderbird art installation, International Day displays, Cedar Hall RA's
All Washington Academic Team, Nursing students class photos, snowy day on campus
 - Music Department: Winter Concert- social media, FIN slide, and poster.
 - LinkedIn social media New Jobs Section: Software Development Looking for intern sponsorships
 - Campus Store: Social media ad to advertise book buybacks
 - Running Start PowerPoint Template
 - Nursing Assistant Program: social media and FIN slide ads
 - Whatcom Family Co-op Preschool: Open house flyer
 - SEM: Talking points handout- to promote enrollment- In Progress
 - Running Start: Information session social media and FIN slide
 - Massage Therapist Program: Revised postcard
 - Massage Therapist Program: Massage Clinic flyer, social media ad and FIN slide
 - Black History Month: Social media ad and FIN
 - Valentine's Day social media ad
 - Professional Technical Information Session social media and FIN Slides
 - Massage Therapy
 - Medical Assistant
 - Visual Communications
 - SUDP
 - Physical Therapist
 - BAS: Business management
 - Nursing Program

Press Releases/Media Relations – Summary/Highlights of Media Coverage (4.1 Offer programs, services, and facilities that support college needs and market demands; 4.2 Increase college enrollment and secure resources for the continued viability of the College.) (2.5 *Cultivate community awareness and support for the College*; 2.6 *Engage with business and industry to strengthen regional economic development*)

- Business Pulse: Cybersecurity Article, publish date March 15, 2023.
- Social Media & Campus Communications, and Digital Monitors:
 - WCC Foundation scholarships
 - Rotary Club of Bellingham Blood Drive at WCC
 - Medical Assistant: Spring Enrollment Applications
 - Foundation: Student Scholarships at Haggen
 - Tiny Snowman social media post
 - Running Start: Apply Now
 - Careers at WCC
 - Black History Month
 - Nursing: Information Session
 - Physical Therapist Assistant: Information Session
 - Medical Assisting: Information Session
 - WCC Installation of new sculpture social media
 - Happy Valentine’s Day from WCC
 - Running Start: Information Session
 - Happy Presidents Day College Closed
 - Massage Therapist: Fall applications
 - Professional Development Day College Closed
 - Campus is Open 02.28.23
 - Snowy Day on Campus
 - Certified Nursing Assistant Program: Accepting Applications

➔ **Foundation**

- **Foundation** (2.5 *Cultivate community awareness and support for the College*; 3.3 *Increase services focused on supporting marginalized student populations to close the equity gap in student outcomes*)
Foundation Staff
 - Welcomed Program Coordinator, Altynay Bekbossyn, WCC alumni. As a student, she served as ASWCC Director for Academic Success, worked as a Peer Navigator for the Intercultural Center and was a scholarship recipient and scholarship ambassador. Altanay’s primary role with the Foundation will be student facing in support of the scholarship program.
- **Student, College, and Mission-Based Support**
 - **Scholarships:** The deadline to apply for Foundation scholarships is Monday, March 13, 2023.
 - **Scholarship Outreach:** Every student who is currently enrolled at WCC received the WCC Foundation Scholarship Outreach email along with the text flyer with instructions on how to apply. This was a new initiative by the WCC Foundation, and we are now partnering with Student Services to increase outreach to current students.

- WCC Foundation is offering new student drop-in office hours for scholarship application support in Orca Central on Mondays from 10 to 12 pm.
- A social media marketing campaign and campus and community promotions campaign was created and is currently being implemented, which also includes presentations to Intercultural Center Peer, Upward Bound, and additional outreach materials for the Whatcom County High Schools.
- **Fundraising**
 - **Fiscal year-to-date:** \$349,523
 - 28 contributions totaling \$47,970.70 have been recorded for the month of February 2022.
 - **Employee Giving:**
 - The WCC Foundation worked with student intern, Kai Marceaux, and Foundation staff to develop an orca logo and tagline for the face of employee giving on campus.
 - On February 14, 2023, the WCC Foundation delivered chocolates, cards, and gratitude stickers across campus to WCC employees who contributed funds to the College in 2021-2022.
 - **Events:** The WCC Foundation hosted a Valentine's Day open house event on February 14, 2023, inviting major donors, the Scholarship Review Team, Foundation Building employees, and WCC Board and Emeriti Board Directors.