

BOARD OF TRUSTEES

Meeting Agenda

Wednesday, December 14, 2016

Regular Board Meeting - 2:00 pm

Laidlaw Center Boardroom, #143

237 W. Kellogg Road, Bellingham, WA 98226

MEMBERS:

- **Barbara Rofkar,**
Chair
- **Tim Douglas,**
Vice Chair
- **Steve Adelstein**
- **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 383-3330 (or TDD 647-3279) as soon as possible to allow sufficient time to make arrangements.

**NEXT MEETING
REMINDER
Wednesday
January 11, 2017**

- I. Call to Order & Approval of Agenda, and Notice of Public Comment Time
- II. Introduction of New Employees (Administrative Services)
- III. Strategic Conversations
 - International Program Update
- IV. Consent Agenda Tab 1
 - a. Minutes of November 16, 2016 Board of Trustees Meeting (Attachment A)
- V. Action Item Tab 2
 - Proposed Policy 496 – Accessible Information Technology Policy
- VI. Report from the President
- VII. Reports Tab 3
 - ASWCC – Jarett Martin, President
 - WCCFT – Tran Phung, President
 - WFSE – Carolyn Jovag, Representative
 - Administrative Services – Vice President Nate Langstraat
 - Student Services – Vice President Luca Lewis
 - Instruction – Vice President Curt Freed
 - Advancement/Foundation – Sue Cole, Executive Director
- VIII. Discussion / Items of the Board
- IX. Executive Session*
 - “...to consider the minimum price at which real estate will be offered for sale or lease...”
 - “...to receive and evaluate complaints or charges brought against a public officer or employee...;”
- X. Public Comment
- XI. 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 November 16, 2016 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

Laidlaw Center Board Room

Wednesday, November 16, 2016

Work Session 12:00 - 2:00 p.m.

Regular Board Meeting – 2:00 pm

- ➔ **CALL TO ORDER** Chair Barbara Rofkar officially called the Board of Trustees meeting to order at 12:24 p.m. Present in addition to the chair were trustees Steve Adelstein, John Pedlow, and Tim Douglas, constituting a quorum. Others present included President Hiyane-Brown; Curt Freed, Vice President for Instruction; Nate Langstraat, Vice President for Administrative Services; Luca Lewis, Vice President for Student Services; Sue Cole, Executive Director for Institutional Advancement; Ed Harri, Dean for Instruction; Melissa Nelson, Assistant Attorney General; and Rafeeka Kloke, Special Assistant to the President.

WORK SESSION

- ➔ **College Strategic Planning**

Ed Harri, Dean for Instruction and chair of the strategic planning steering committee, introduced Janis Farmer, co-chair of the strategic planning steering committee and other members of the steering committee in the audience. Harri and Farmer provided an update for the strategic planning process and timeline. The steering committee included a total of 22 members all employee groups; faculty, classified, exempt and students. Trustees were asked to discuss and provide feedback on a list of questions.

ACTION TO ACCEPT AGENDA

- ➔ Trustee Douglas moved to move agenda item “International Program Updates” to the December meeting. It was seconded by Trustee Adelstein and the **motion was approved.**
- ➔ Chair Rofkar announced that there is a designated time for public comment on the agenda.

INTRODUCTION OF NEW EMPLOYEES

- New employees from Instruction and Institutional Advancement were introduced.

Instruction:

Kim Doyle, Early Childhood Education

Mei Luu, Math

Justin Martin, Art

Ryan Parsons, Computer Science

Christina Saunders, Computer Information Systems

Brian Gregory, Fiscal Specialist

Institutional Advancement:

Caite Holman, Director for WCC Foundation

ACTION ITEM

- Proposed change to Policy 500 – Degrees/Diploma/Cert. Programs

Trustee Douglas moved to approve the proposed change to Policy 500 as submitted. It was seconded by Trustee Pedlow and **the motion was approved unanimously.**

CONSENT AGENDA

- **Consent Agenda (Calendar)**

a. Minutes of the September 21, 2016 Board of Trustees Meeting (Attachment A)

Chair Rofkar stated: “If there are no objections, this item will be adopted.” As there were no objections, **this item was adopted.**

PRESIDENT’S REPORT

- Governor Jay Inslee sent a letter of congratulations to Corrinne Sande for receiving the ACCT Faculty Award for Western Region.
- President Kathi asked Nate Langstraat, Vice President for Administrative Services, to give a brief report on the College’s recent audit. A financial statement audit for fiscal year 2015 was completed. An exit meeting was held on October 19, 2016 and the report was published on October 27, 2016.
 - Highlights included:
 - No material misstatements
 - Two uncorrected, immaterial misstatements that do not affect the fair

- representation
 - \$714,143 in cash and cash equivalents
 - Total is correct
 - Same presentation as previous year and as other colleges
 - Any restrictions on cash should be presented in the assets section
 - Formway funds
 - 3.5% (part of tuition distribution) financial assistance funds
 - Missing financial note for WCC's \$250K endowment for exceptional faculty development endowment
- Other Audit Highlights
 - Biggest change in financials related to GASB 68 and the financial reporting of pensions
 - Change in accounting principle totaled just over \$3.2 million
 - State CAFR audit concluded as well
 - WCC was a field site for audit work focused on
 - Depreciable Capital Assets
 - Operating Grants
 - No audit recommendations resulted
- Thank you to Foundation staff and the Foundation Board for their support and hard work on the Donor Appreciation Breakfast. The student stories were wonderful.
- A College Conversation event was held at Chuck and Dee Robinson's Lynden home. It was well received and the Foundation plans to organize similar events in other parts of the county.
- Cabinet members recently met with chairs of all college committees to discuss ways to better align committee work with the college work plan.
- College leadership continues to make concerted efforts to advocate for funding for Learning Commons project. To date, staff has met with Senator Kevin Ranker, Senator Doug Ericksen, Rep. Luanne Van Werven, Mayor Kelli Linville, County Executive Jack Louws, and Governor's Senior Policy Director for Higher Education, John Aultman.
- President Kathi recently attended the National Institute for Cybersecurity Education Conference. Corrinne Sande has made a great impact on the national level.
- President Kathi attended the Council on Adult Experiential Learning (CAEL) conference. Presenters discussed the impact on higher education with new administration.

REPORTS

➤ **ASWCC** – Jarrett Martin, President

The Executive Board has been working diligently on finalizing the work plan for the year. They will also be examining the ASWCC bylaws.

➔ **WCCFT** – Tommaso Vannelli, Representative

- Tran Phung, Anita Harker, Colette Colburn, and Glenn Nesse attended the AFT WA Powerful Locals Retreat and won \$1,000 prize for their proposal to increase the union’s visibility, solidarity, and membership here at WCC.
- The faculty union is hosting an all faculty get together at Aslan Brewing Co.

➔ **WFSE** – Carolyn Jovag, Representative

The union is working on contract negotiation with the state. They have been approached by Local 1060 to potential become part of that group.

➔ **Advancement/Foundation** – Sue Cole, Executive Director

The Foundation will be sending a “Holiday Appeal” card in the next couple weeks.

DISCUSSION/ACT/ITEMS OF THE BOARD

➔ **Proposed 2017 Meeting Schedule of the Board of Trustees**

Trustee Douglas moved to approve the proposed 2017 Meeting Schedule of the Board of Trustees. The motion was seconded by Trustee Adelstein and **the motion was approved unanimously.**

➔ **2016 ACCT Leadership Congress**

Trustee Pedlow and President Kathi attended the award luncheon at ACCT Leadership Congress where Corrinne Sande received the 2016 Faculty Award for Western Region.

➔ **ACT – Legislative Action Committee**

Trustee Pedlow reported that it was good to hear that the challenges in connecting with legislators is shared among the two-year system. Trustee Douglas shared that there was strong consensus for ACT to adopt a strategic plan to be more effective. There was a great presentation made by Washington State Community and Technical College Student Association. A common topic of interest between ACT and WACTCSA is the use of Open Source Textbook.

BREAK

- ➔ The meeting was adjourned for a five minute break at 2:50 p.m.

EXECUTIVE SESSION

- At 2:55 p.m. the meeting was adjourned for a closed Executive Session of the Board for approximately thirty minutes to “...to consider the minimum price at which real estate will be offered for sale or lease...”

Chair Rofkar announced that action is anticipated. Guests included President Kathi Hiyane-Brown, VP Nate Langstraat, and Assistant Attorney General Melissa Nelson.

The Executive Session was extended at 3:25 p.m. minutes for approximately twenty additional minutes.

- The Executive Session adjourned at 3:45 p.m. and the Board reconvened into open session at 3:45 p.m.

ACTION ITEM

- WCC Student Housing

Trustee Adelstein moved to approve the memorandum of understanding between Whatcom Community College, Public Facilities Group, and Spectrum Development Solutions in order to pursue an on-campus student Housing solution to meet the needs of WCC students who require housing. It was seconded by Trustee Pedlow and **the motion was passed unanimously.**

PUBLIC COMMENT

- Chair Rofkar called for public comment.
- Jarett Martin addressed the board. He stated Rep. Luanne Van Werven mentioned in a meeting with student that she introduced a bill last year to support open source text book. The bill did not make to the house floor but she plans to reintroduce the bill in the upcoming legislative session.

ADJOURNMENT

- There being no further business, the meeting was adjourned at 4:03 pm.

TO: Board of Trustees

FROM: Kathi Hiyane-Brown

DATE: November 23, 2016

RE: Recommendation for the adoption of Policy 496 regarding accessible information technology

Whatcom Community College is committed to broadening access to information and instructional content for students, faculty, staff, and community members. Over the past two years, the College has taken steps to improve the accessibility of its published materials through professional development, education, and faculty and staff support. The College also formed an accessibility team, led by the associate director for access and disability services, Kerri Holferty.

Washington State also continues to take a strong stance to ensure the accessibility of materials for all users. On August 11 2016, the Office of the Chief Information Officer of Washington State adopted [Policy 188](#), which identifies steps state agencies must take to ensure information technology is accessible to all users. Whatcom Community College will need to rapidly respond to this policy by implementing several steps in the coming months.

Policy 188 requires the following responses:

1. Agencies must identify an information technology accessibility coordinator by December 31, 2016.
2. Agencies must develop and adopt policy and practices to comply with Policy 188 by December 31, 2016.
3. Agencies must develop and post an accessibility plan by March 31, 2017 that identifies technologies and materials not in compliance with Policy 188 and establishes plans to correct these deficiencies.

To continue to improve its institutional commitment to accessibility and to comply with Policy 188, the accessibility team has developed an accessible information technology policy for Board consideration. This policy describes the ways in which the College will meet federal and state guidelines related to accessibility, connects to Procedure 745 on procurement of accessible technology, and describes the College's commitment to equal access. The College has also begun the steps to meet the other requirements of Policy 188 that must be addressed by March 31, 2017.

Suggested Motion:

Move to adopt Policy 496 regarding accessible information technology.

TITLE: Accessible Information Technology Policy
NUMBER: 496
APPROVED BY THE BOARD OF TRUSTEES:

Whatcom Community College is committed to providing equal access to information and technology for students, faculty, staff, and community members. Thus, the College shall make every reasonable effort to purchase, implement, and maintain information technology that meets minimum accessibility standards in compliance with federal and state laws, including but not limited to Section 508 of the Rehabilitation Act and the Americans with Disabilities Act.

The College will maintain a publicly posted accessibility plan identifying non-accessible information technology and alternative methods of access and actions being taken to correct unresolved accessibility issues. Information technology includes software, web content, online course content, and other materials as identified in Policy 188 from the Washington State Office of the Chief Information Officer. The president shall appoint an information technology accessibility coordinator to serve as the key point of contact regarding the College's accessibility plan.

Information technology purchased by the College shall follow the accessibility review and purchasing process as described in college Procedure 745.

**Reports to the Board of Trustees
December 14, 2016 Meeting**

➤ **ASWCC— Jarrett Martin, President**

- **The ASWCC has begun work on their bylaws.** (*Goal 1.4 Introduce new opportunities for student learning and engagement*)
 - A work day is planned on December 13th to start going through the document to tabulate recommendations for the ASWCC Bylaws Committee.
- **The ASWCC has finalized the work plan for the year.** (*Goal 1.4 Introduce new opportunities for student learning and engagement*)
 - A work day is planned on December 14th to finalize the work plan for the year. Work on the action steps in the plan will take place starting in winter quarter.
- **The Social Justice Equity and Pluralism Committee held Whatcom Listens with the Programming and Diversity Board** (*Goal 4: Advance the college as a more diverse learning community*)
 - The Social Justice, Equity, and Pluralism committee is collaborated with the Programming and Diversity board to open up a safe space for students, faculty, and staff to discuss ideas stimulated from the election. This event was meant to connect people across WCC and ensure that all voices are being heard. From this discussion we participants were able to identify two strategies to address immediate challenges and opportunities facing Whatcom Community College and generate a plan for upcoming dialogue that will support the campus community in the next steps for long term support.

➤ **Administrative Services—Nate Langstraat, Vice President**

- **Finance** (*Goal 5.1 Create and manage growth through fiscal, capital, technological and human resource development*)
 - Financial audit report for FY 14-15, and the Comprehensive Annual Financial Report (CAFR) audit for 15-16 were both completed, with no findings, and unqualified opinions.
- **Facilities & Operations** (*5.1: Create and manage growth through fiscal, capital, technological and human resource development*)
 - Several low cost improvements identified in the Kellogg Road/Cordata Parkway Pedestrian Improvement Report have been implemented, including new light pole banners along Kellogg Road and improved crosswalk markings on Orca Lane. Additional improvements including crosswalk lighting and signalization are in design.
- **Emergency Preparedness & Safety** (*5.3. Promote a safe environment for teaching, learning, and working*)

- On December 8, WCC emergency response personnel will participate in a FEMA conducted virtual table top exercise. This exercise will include participation of nine additional universities and colleges from across the country. The objective of this exercise is to identify WCC's emergency response capabilities during an active shooter and hostage incident. A debrief meeting will be conducted on December 18.
- **Bookstore** (*Goal 5.1 Create and manage growth through fiscal, capital, technological and human*)
 - Bookstore is collaborating with MBS Book Company to offer students the widest possible offering of buyback titles with the highest possible sellback prices. Last year, over \$62,000 was paid to Whatcom students for buybacks.

➔ **Student Services—Luca Lewis, Vice President**

- **Entry and Advising** (*1. Expand opportunities for students to achieve their potential. 2.5 Increase professional development opportunities for faculty and staff*).
 - The Online Graduation Application and Survey launched on November 9. Moving to an online application allows graduates to apply without coming to campus. This is especially beneficial for students completing online courses or finishing requirements at another college or institution. By including the graduation survey with the application, Entry and Advising is able to collect information from our graduates which will help inform future decisions.
- **K-12 Partnerships / Running Start** (*1.2 Increase academic support for students, 1.3 Increase access for diverse and nontraditional student populations, 1.4 Introduce new opportunities*).
 - For Fall 2016, the Running Start office awarded 598 textbooks to 333 students; up from 479 textbooks and 269 students in Fall 2015. Approximately 500 students requested textbooks this quarter.
- **Student Life & Development** (*1.4 Introduce new opportunities for student learning and engagement*).
 - Student Life and Development supported the opening playoff game for Orca Men's Soccer by advertising, and servicing popcorn and hot chocolate to those in attendance. In addition, the students brought pompoms and their school spirit to engage the fans by teaching cheers and throwing WCC t-shirts and orca stuffed animals into the stands.
 - The Programming and Diversity Board hosted a Vegan Awareness Dinner on Wednesday, November 16 which served approximately 50 people. During the dinner, the students showed a film and held a Community Panel to discuss myths, nutrition information, and lived experiences of vegan community members.
 - Student leaders attended the information session with the Strategic Planning Committee on November 29 to become familiar with the intent and direction of the College's Strategic Plan. The students will use this information to draw connections between their leadership roles and the overall Strategic Plan for the campus.

- Student Life and Development partnered with the Sustainability Committee and Sustainability Club for 3 R Day (Reduce, Reuse, Recycle) on December 1, to make information available to students, faculty, and staff about recycling in Whatcom County and on WCC's campus. Student provided statistics and information about why reduce, reuse, recycle is important to the community and provided materials for students to participate in a project to up-cycle plastic bottles into useable items.
- Also on December 1, the Social Justice, Equity, and Pluralism Committee partnered with the Program and Diversity Board to offer an opportunity to discuss ideas stimulated from the election. Sheri Russells, from Bellingham Mediation and Consultation, facilitated the conversation, introduced ground rules and effective dialogue techniques, and brainstormed strategies to address immediate challenges and opportunities facing Whatcom Community College and generated a plan for upcoming dialogue that will support the campus community in the next
- **Residence Life** *(1.2 Increase academic support for students, 1.4 Introduce new opportunities for student learning and engagement).*
 - As the quarter winds down Residence Life is busy renewing lease agreements for winter quarter. As of November 27, 92 students have met the renewal deadline. The end of the quarter is a time when there is much movement within the department, as some students are leaving Residence Life Housing, and others are on waiting lists eager to be placed in a room. Currently there are 31 students on the waiting list. In addition, four (4) International Students have been placed in student housing for Winter Quarter. The deadline for placement is December 19.
 - In collaboration with Student Conduct, Residence Life continues to administer training opportunities for Resident Advisors. Trainings include: Incident Report writing, Maxient, and lease violations.
 - Residence Life is excited to report that a new Resident Advisor was hired. Jarrid Beesley will be joining the Village at Baker Creak complex as of December 1.
 - In collaboration with the Business Office, as of the end of November, Residence Life reported the lowest number of non-payment/outstanding debt list in WCC history. Only three (3) domestic students and two (2) International Students show outstanding balances that do not have a payment plan in place.
- **Athletics** *(3.3 Be an active partner in economic development, 4.3 Increase access for under-represented populations, 5.1 Create and manage growth through fiscal, capital, technological and human resource development, 5.2 Diversify and secure funding/resources from external sources).*
 - Athletics is in the process of connecting eligible student-athletes with the AIM program for advising and degree planning meetings as they get ready for Winter Quarter. AIM eligible student-athletes will benefit from one on one meetings. Athletics continues to look for ways to increase academic support for student-athletes.

- Athletics is working with local businesses to partner as sponsors. A basic sponsorship costs \$500 in exchange for hanging a banner in the WCC Pavilion. The money raised will assist the Foundation in raising money for student-athlete scholarships.
- To increase community involvement and awareness, Athletics is improving online and technological presence through the use of social media and live streaming of games. By January, 2017, Athletics hopes to have the ability to live stream all basketball games.
- **Academic Advising** (*1.2 Increase academic support for students. 2.3 Improve student learning*).
 - Fall 2016 marked the launch of the Early Alert survey utilizing the new Starfish technology platform. The Early Alert Progress surveys were sent to 752 individuals, with 346 surveys completed (a 46% completion rate).
 - Using the Starfish platform, 649 academic concern flags, and 339 attendance concern flags were sent out. In addition, 1,077 positive reinforcement “kudos” flags were sent out to students.
 - Spring 2016 saw 60% faculty participation – the highest participation rate seen since the implementation of Early Alert Support Programs.
- **Access and Disability Services** (*1.3 Increase access for diverse and nontraditional student populations, 4.3 Increase access for underrepresented populations*).
 - In Fall 2016, 352 students self-identified with Access and Disability Services. This is 7% increase over Fall 2015.
 - In response to Policy 188, the Accessibility Team is developing a plan to identify and improve the accessibility of information technology; provide ongoing trainings to staff and faculty; and align Procedure 745 (Procurement of Accessible Technology) with the requirements of Policy 188.
 - A Faculty Education Workshop, *Exclusion in the Classroom: It’s not what you’re doing, it’s what you’re NOT doing* was held Fall 2016. Approximately 35 faculty participated in this eight hour workshop facilitated by Jason Babcock, Heidi Ypma, and Kerri Holferty.

➤ **Instruction—Curt Freed, Vice President**

- **Strategic Planning** (*5.1 Foster an evidence-based culture of continuous improvement*)
 - WCC faculty and staff continue to engage in the process of developing a new strategic plan. The steering committee, consisting of 23 faculty, staff, and students, developed a campus survey to gather feedback about institutional goals and values. In addition, meetings were held with the Board of Trustees and students to gather feedback about critical questions related to WCC’s future direction.
- **Grants and Contracts** (*2.1 Improve instructional delivery, 2.2 Improve student learning, 5.2 Diversify and secure funding/resources from external sources, 3.a. Increase College stature as a community and educational partner*)
 - **TRIO Upward Bound:** In November WCC submitted a TRIO Upward Bound proposal to the U.S. Department of Education. The five-year grant, totaling \$1,287,500, will help 60 low-income, potential first generation students at local high schools

graduate, enroll in a postsecondary institution, and earn an associate's or bachelor's degree within six years. Target high schools include Ferndale, Windward, Mount Baker, and Nooksack Valley.

- **Center of Excellence for Careers in Education:** Whatcom received a contract from the CoE for Careers in Education at Green River Community College to continue statewide work facilitating a para-educator work committee. The project will refine the curriculum for a para-educator certificate that can be embedded in an Associate Transfer Degree for students wishing to pursue a Bachelor's degree in education and teacher certification. The work also emphasizes the development of articulation agreements with universities and high schools, and identifies pilot college sites for implementing the curriculum. Led by WCC's Sally Holloway, this project builds on work done over the previous two years to identify minimum employment standards for para-educators; professional development and education opportunities that support the standards; a career ladder; and collaborative work among community college programs to align the transfer of credits.
- **Learning Center** (*1.2, Increase academic support for students; 2.3, Improve student learning*)
 - The Learning Center continues to experience growth in student use. Student use of the Math Center is up 5% over last fall, and 7.5% over fall quarter 2014. The Writing Center has seen a 27% increase over last fall and a 55.4% increase over fall quarter 2014. This sustained growth in student utilization of our academic supports is a testament to the strong management of these programs by Wendi Davis (Math) and Sherri Winans (Writing). It is also worth noting that this growth continues to strain the physical capacity of these spaces, and is indicative of the need for the construction of the Learning Commons.
- **Faculty Education Workshop** (*1.3, Increase access for diverse and nontraditional student populations; 2.5, Increase professional development opportunities for faculty and staff*)
 - Heidi Ypma, Kerri Holferty and Jason Babcock completed a Faculty Education Workshop (FEW) aimed at improving the college's ability to serve those with disabilities. This FEW took place over four sessions throughout fall quarter and included opportunities for faculty to better understand issues faced by students with disabilities as well as methods for making videos, documents, and classrooms more accessible for those students. Twenty-seven participants from across the college, including adjunct and full time faculty, took part in the workshop with initial feedback indicating that the FEW was well received. This workshop took on particular importance with the recent passage of Policy 188.

➤ **Institutional Advancement – Sue Cole, Executive Director**

- **Foundation 5.2.1 – Increase external revenue sources through grants and Foundation fundraising.**
 - **Fundraising Progress Update:**
 - Draft reports show that we received 36 gifts and pledges totaling \$28,593 for the month of November. Year to date as of November 30, 2016, we have received over \$1,399,320 in gifts and pledges.
 - **Foundation News:**

- Chuck and Dee Robinson hosted a College Conversation at their home in Lynden. Chuck and WCC Arts and Humanities Chair Bob Winters lead a group discussion on books that have resonated with them. The event introduced several new prospective donors from Lynden to WCCF.
 - The Foundation-sponsored Holiday Luncheon for WCC staff took place Nov 30. The event doubled as a thank you to staff and a Combined Fund Drive holiday cookie sale benefiting WCCF memorial scholarships.
 - WCCF hosted its first campaign feasibility study committee meeting. The meeting convened 16 community members, as well as committee co-chairs Chuck Robinson and Phyllis Self, and study consultants from Alford Group to introduce and launch the campaign feasibility study.
- **Community Affairs 5.2.1 – Increase external revenue sources through grants and Foundation fundraising. 3.1. Increase College stature as a community and educational partner; 3.3. Be an active partner in economic development**
 - WCC Foundation staff represented WCC at Whatcom Business Alliance Economic Forecasting Breakfast, Western Washington University Business Leadership Forum, and sponsored/attended Whatcom Literacy Council breakfast
- **Communications, Marketing and Publications 3.1 – Increase College stature as a community and educational partner.**
- **College marketing, publication, advertising highlights**
 - Winter quarter enrollment ads are running online (Bellingham Herald digital platforms) and on campus through December. The department is again partnering with Student Services to email strategically timed enrollment reminders/resources to current students.
 - The College’s marketing and communications department received five awards at the fall regional conference of the National Council of Marketing and Public Relations, the professional association for two-year college marketers. The department received a silver for its Magic of Whatcom invitation design; a gold for the College’s annual report; a bronze and a silver for two campus photos; and a gold medal for the College’s Viewbook.
- **Press Releases/Media Outreach and Resulting Media Coverage. Find college news at whatcom.edu/news**
 - Tour the International Exhibition of Sherlock Holmes with WCC Community Education
 - [Tour the International Exhibition of Sherlock Holmes](#), The Chamber, 11/14/16
 - WCC English instructor wins regional excellence in teaching award
 - [Jeff Klausman Receives the 2016 Lisa Ede Excellence in Teaching Award](#), Whatcom Talk, 11/15/16
 - [WCC English instructor wins regional excellence in teaching award](#), The Chamber, 11/10/16
 - WCC to offer BAS in IT Networking degree
 - [WCC to Offer Bachelor of Applied Science Degree in IT Networking](#), Whatcom Talk, 11/4/16
 - Other media highlights
 - [Beer Science: Sour vs. Funky](#), Bellingham Herald, 11/10/16