



Board of Trustees Meeting
Building 3, Rotunda and via Zoom

Wednesday, November 8, 2023

Study Session: 3:00-4:00 p.m.
Regular Meeting: 4:00-6:00 p.m.

Study Session Minutes

Call to Order: Vice Chair Villegas Rivera called the Board of Trustees Study Session for Clover Park Technical College (CPTC) to order on November 8, 2023 at 3:04 p.m.

Board of Trustees Present:

Tong Zhu, Chair -- remote
Jesus Villegas Rivera, Vice Chair
Eli Taylor -- remote
Alice Phillips
Carol Mitchell

College President: Dr. Joyce Loveday

Assistant Attorney General (AAG): Justin Kjolseth -- Remote

Excused Absences:

None

Executive Team:

Dean Kelly, VP for Student Success
Samantha Dana, Associate VP for Institutional Effectiveness
Dr. Tom Broxson, VP for Instruction
Amelia Grayson, VP for Finance and Administration
Iesha Valencia, Associate VP for Equity, Diversity, and Inclusion

EDI Climate Survey Update (Tab 1)

Iesha Valencia provided a presentation about the EDI Climate Survey administered at CPTC in Fall of 2022. Both employees and students participated in the anonymous survey, and student participants were compensated. CPTC will conduct these surveys every three years. The results will be posted on the CPTC website. Belonging is an area where there is an opportunity for growth. Respondents said they have heard insensitive remarks about those with different political views, different languages, and particularly gender/sexuality issues. The survey indicated student participants experience discrimination less than employees, and discrimination is different for students and employees. In both cases, reporting rates are low.

Ms. Valencia encouraged all to be thinking about how to do better. She will be sharing data results more widely, and provide opportunities for qualitative inquiries and professional learning. CPTC will also use this information to inform and assist in developing programs such as the Male Engagement Center (MEC).

Trustee Mitchel asked if this survey can be used to compare changes over time. Ms. Valencia confirmed that it is designed for that purpose except for the 10 customized questions which may change from year to year. As this is our first use, we cannot look back yet.

Trustee Phillips asked if the insensitive remarks refer to direct comments or those overheard. Ms. Valencia said that the survey wording does not distinguish.

Ms. Phillips also asked how issues would be reported, and why are people uncomfortable reporting? Ms. Valencia responded that *Better CPTC Me* is the place to report issues on campus, and that we need to encourage people to report.

Trustee Zhu ask if incidents were followed up? Ms. Valencia said that she would check to see if reported incidents were pursued, but noted that the anonymous nature of the survey means that incidents reported there cannot be followed up.

Trustee Discussion

2024 Board Meeting Calendar (Tab 2)

Dr. Loveday presented the proposed schedule for Board meetings in 2024, noting that the trustees will be voting on the calendar at the December meeting. In a return to past practice, Dr. Loveday noted that one of the meetings on the proposed calendar is at the south hill campus. Trustees indicated they are open to this.

Dr. Loveday also pointed out upcoming events in which trustees may want to participate including the annual ACCT legislative meeting in Washington, DC, and the Achieving the Dream conference in Florida. She asked trustees to let the president’s office know if they are interested in attending.

NAC Skills Testing Fee (Tab 3)

Dr. Broxson discussed the proposed Nursing Assistant Certification Skills Testing Fee. He noted that due to national bottle neck issues for administering the test, changes are being made. Going forward CPTC will be allowed to test on campus. We will need to collect the \$100 testing fee, which used to be collected centrally. This was presented for information only, as there is no action required by the trustees.

Adjournment

Motion to adjourn the study session was made at 3:50 p.m. by Trustee Phillips and seconded by Trustee Mitchell. The motion was approved unanimously.

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Regular Meeting Minutes

Call to Order: Vice Chair Villegas Rivera called the Board of Trustees Regular Meeting of the Board of Trustees for Clover Park Technical College (CPTC) to order on November 8, 2023, at 4:02 p.m., followed by the flag salute, land acknowledgement, and labor acknowledgement

Board of Trustees Present:

Tong Zhu, Chair -- remote
Jesus Villegas Rivera, Vice Chair
Eli Taylor -- remote
Carol Mitchell
Alice Phillips

College President: Dr. Joyce Loveday

Assistant Attorney General (AAG): Justin Kjolseth -- remote

Excused Absences:

None

Executive Team:

Dean Kelly, VP for Student Success
Samantha Dana, Associate VP for Institutional Effectiveness
Dr. Tom Broxson, VP for Instruction
Amelia Grayson, VP for Finance and Administration
Iesha Valencia, Associate VP for Equity, Diversity, and Inclusion

Adoption of the Agenda

MOTION:

Motion to adopt the agenda, as presented, was made by Trustee Phillips and seconded by Trustee Mitchell. The motion was approved unanimously.

Approval of Minutes (Tab 4)

MOTION:

Motion to approve the minutes of the Regular Board meeting held on October 4, 2023, as presented was made by Trustee Mitchell and seconded by Trustee Phillips. The motion was approved unanimously.

Public Comments

There were no public comments

President's Report

Student Success – Jeremy Rogers

Dr. Loveday introduced Mr. Rogers who will be graduating from CPTC's HVAC program at the end of this quarter. Mr. Rogers said that when he came to CPTC he was initially confused about direction, starting in culinary and pastry arts. He was encouraged by his brother to join the HVAC program. Researching his options, he learned that CPTC has an excellent program. He has had an excellent relationship with classmates and likes that he will be able to use his training

for a job anywhere. He already has a couple of job offers for when he completes. Student leadership, teachers, and fellow students have all been great. He is 29 and wants to retire at 35.

Trustee Villegas Rivera encouraged Mr. Rogers to encourage other students.

College Updates

Dr. Loveday discussed some of our October and November events:

- Hosted Pierce Co. Manufacturing Expo in the Walstrum Center for Advanced Manufacturing
- Held an evening Program Expo
- Celebrated Dia de los Muertos in the MOSAIC Center
- Conducted a soft opening of the Male Engagement Center (MEC)
- Attended state commission and counsel meetings
- Began Winter quarter registration
- Conducted a veterans' day event
- Held a faculty in-service day and outcomes assessment day
- Began faculty negotiations

Dr. Loveday acknowledged faculty and staff for the good work they do every day to support students and contribute to the success of the college.

In early October, Dr. Loveday attended Aspire Austin, an event sponsored by the Tacoma Pierce County Chamber of Commerce. The event provided an opportunity to expand awareness, become inspired, and connect with others locally and nationally.

Dr. Loveday will be attending the ACT new trustee orientation with Trustee Villegas Rivera on November 16.

Dr. Loveday has received a letter from our accreditor establishing the date of our mid-term accreditation visit as October 3 and 4, 2024.

College Reports or Highlights

ASG Report (Tab 5)

Irelynn Harden presented the ASG Report. She is a member of the Campus Activities and Advocacy Board. She described the following ASG sponsored events:

- 1) Pumpkin carving for Halloween
- 2) Veterans' Day ceremony occurred today in the building 23 ballroom. Speakers focused on what it means to be a vet and benefits earned from their service
- 3) Student activation encouraging participation in the public electoral process including a voter registration drive.

Marketing Update (Tab 6)

Jenn Adrien presented an update on the Marketing activity for CPTC. Jenn provided a broad overview of marketing activity emphasizing its strategic importance to CPTC. Currently the marketing staff has two members, but we have just made an offer to a new Web Services Technician who will be a 3rd staff member. We also utilize some contracted consultants.

Focusing on the customer experience, marketing has worked successfully to increase traffic to the CPTC web site. Using geofencing has led to physical visits to CPTC. We are trying to focus our impact on targeted populations. Looking forward, we will be using artificial intelligence, and developing new strategies. We are about to start using Element 451, a customer relationship management application. This application will help track progress of individuals from initial contact through graduation and help us tailor both marketing and services to improve outcomes.

Enrollment Update (Tab 7)

Dean Kelly and Dr. Broxson provided an update on enrollment at CPTC. Mr. Kelly was excited to see growth of 13 percent in the last quarter. This is the highest growth in a single quarter since 2014. Nevertheless, we are still short of pre-pandemic enrollment levels. This is the last quarter for counting Vadis enrollment. As a result, there will be a decline of about 50 FTE beginning winter quarter.

Dr. Broxson said that the increases are thanks to coordinated efforts across the college. Large growth in specific programs is challenging to keep up with. Examples of this are our new LPN to RN program and our Bachelor of Applied Science in Environmental Sciences program.

In the data some programs which have historically been over full show declines, but are still doing very well as they reduce enrollments to the correct levels.

It is important to note that we have more than doubled the head count in Transitional Studies from last fall. This means more services to provide to a larger population.

Our high school program is growing very rapidly. We are still looking for areas to add capacity and programs.

Trustee Phillips asked Ms. Valencia if the increase in students has any bearing on climate study. Ms. Valencia responded that it should not as the survey is proportional to the population.

She also asked if, as enrollment increases, are we providing enough equipment and good enough equipment. Dr. Broxson responded that this can be a challenge. For instance, welding is full and limited by equipment unless we start teaching on weekends. Ms. Philips noted that growing capacity is important to allow for regional growth.

Trustee Mitchell stated that we may need to expand marketing and outreach to encourage ongoing growth.

Chair's Report

Trustee Zhu had no report.

Board Reports and/or Remarks

There were no reports or remarks from the other trustees.

New Business

There was no new business.

Executive Session

Vice Chair Villegas Rivera stated there was no need for an executive session.

Next Meeting

Wednesday, December 13, 2023, details to follow.

Adjournment

Motion to adjourn the meeting at 5:00 was made by Trustee Phillips, and seconded by Trustee Mitchell. The motion was approved unanimously.



Dr. Joyce Loveday
President
College District Twenty-Nine



Tong Zhu
Chair, Board of Trustees
College District Twenty-Nine