



Board of Trustees Meeting

Rotunda, Building 3

Zoom Link for those who cannot attend in person:

<https://cptc-edu.zoom.us/j/85206670127>

Wednesday, January 14, 2026

Study Session: Cancelled

Regular Meeting: 4:00 – 5:40 p.m.

Regular Meeting Agenda

- 4:00 Call to Order, Flag Salute, Land Acknowledgement, Introductions**Eli Taylor
- Adoption of AgendaEli Taylor
- Action
- Approval of the Meeting Minutes of December 10, 2025 ([Tab 1](#))Eli Taylor
- Action
- 4:10 Public Comments**.....Eli Taylor
- 4:25 President’s Report**.....Dr. Joyce Loveday
- Student Success Speaker – Jenny Nguyen
 - Miscellaneous
- 4:40 College Reports or Highlights**
- CAAB Report ([Tab 2](#))Student Representatives
- College Communications Plan ([Tab 3](#)) Jenn Adrien
- Grants Environment ([Tab 4](#))..... Emily English
- 5:05 Chair’s Report**Eli Taylor

5:10 Board Reports and/or Remarks All

5:15 New BusinessEli Taylor
None

5:20 Executive SessionEli Taylor

The Board may hold an executive session for purposes allowed under the Open Public Meetings Act. Legal purposes include, to consider acquisition or sale of real estate; to review negotiations of publicly bid contracts; to receive and evaluate complaints or charges brought against a public officer or employee; to evaluate the qualifications of an applicant for public employment; to review the performance of a public employee; and to discuss with legal counsel matters relating to agency enforcement actions, litigation, or potential litigation. Before convening in executive session, the Board Chair will publicly announce the purpose for executive session and the time when the executive session is expected to conclude.

5:40 AdjournmentEli Taylor



Board of Trustees Meeting

Lakewood Campus, Rotunda, Building 3

Zoom Link for those who cannot attend in person:

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Wednesday, December 10, 2025

Study Session: Cancelled

Regular Meeting: 4:00 – 5:40 p.m.

Regular Meeting Minutes

Call to Order: Vice Chair Buchanan called the Regular Meeting of the Board of Trustees for Clover Park Technical College (CPTC) to order on December 10, 2025 at 4:03 p.m., followed by the flag salute and land acknowledgement, and introductions.

Board of Trustees Present:

Adria Buchanan, Vice Chair – on line

Jesus Villegas Rivera

Tong Zhu

Alice Phillips

College President: Dr. Joyce Loveday

Assistant Attorney General (AAG): Justin Kjolseth – on line

Excused Absences:

Eli Taylor, Chair

Executive Team:

Catherine Purcella, Senior Executive Director of Advancement and Strategic Communication

Dr. Tom Broxson, VP for Instruction

Amelia Grayson, VP for Finance and Administration

Dr. James Neblett, Associate VP for Human Resources and Culture

Iesha Valencia, Associate VP for Equity, Diversity, and Inclusion

Dean Kelly, VP for Student Success

Adoption of the Agenda

MOTION:

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

Approval of the Minutes of November 12, 2025 (Tab 1)

MOTION:

Motion to adopt the minutes of the November 12, 2025, Board meeting as presented was made by Trustee Phillips and seconded by Trustee Villegas Rivera. The motion was approved unanimously.

Public Comments

Krystal Norton-Dooley, a 5th quarter student in the welding program, came to speak about the welding program. She complained that the Summer Quarter saw the introduction of a new instructor who “no one wanted”. She also complained that students were required to sign an attendance policy with which she disagreed, but signed under duress. She also complained that the fall quarter started with no syllabus. She said that during summer quarter, she was regularly told that she would fail, and that students who complained have been target of retribution. Her husband was kicked out of program.

Adrian Lee Matthews, a 5th quarter welding student, came to complain that he has been having experiences similar Ms. Norton’s this Fall. In addition, his instructor, Luis, has aggressively cornered Mr. Matthews and told him to leave the class. He said that Ms. Norton-Dooley overheard the altercation. He does not feel safe in the classroom and went to security and also the police to report the incident. He feels targeted in the class and is concerned about retaliatory grading.

Mike Dooley, reported that he has been a student at CPTC in avionics, manufacturing, and welding. In the welding program, he has experienced harassment and retaliation due to his complaints. His problems began in summer of 2025, when instructor Flannigan became violent. Mr. Dooley went to security after Flannigan removed him from class. Dean Burkes asked Mr. Dooley to use Better CPTC to report his complaints. Mr. Dooley said there was no investigation of Dean Burkes. Mr. Dooley also stated that instructor Luis also threatened him physically and verbally. Mr. Dooley said that there was a legal threat in Dr. Loveday’s response to his complaints.

Liam Dooley, a 5th quarter welding student, came to complain about institutional corruption, concern for his welfare, and the poor quality of instruction. He stated that reports of threats have not been taken seriously. He also reported that necessary course materials had not been ordered and that equipment is in poor repair. He also stated that the Dean made a unilateral decision to change equipment and make changes in courses arbitrarily. He indicated that concerns have been ignored and urged an oversight body look into the concerns.

President's Report

Dr. Loveday introduced Nichole Hardy as a student success speaker. Nichole is currently enrolled in the Human Services program. She has one more quarter to complete before she graduates.

Ms. Hardy stated that she is a single mom with a permanent disability. She said that understanding people is the key to change. Theories she has learned in the program have helped with her own journey, and provided a roadmap for helping others in professional practice. While at CPTC, she has worked at the mosaic center, volunteered for holiday house, and held other positions at the college where she could practice what she was learning. She looks forward to designing client-centered remedies for others when she finds employment in human services.

Dr. Loveday continued, reporting that the last week has been busy as the college wound up the year and celebrated its achievements. She offered thanks to Ms. Purcella for sponsoring a week of celebration.

One of the key highlights of the week was Holiday House. She offered thanks to Sheli Sledge and Marie Ott who led 25 volunteer "elves" including college staff as well as community members. Both McGranahan Architects and Lakeview Light and Power provided volunteers. Holiday House served 104 children from 89 CPTC families.

Dr. Loveday finished her report with an appreciation of the Board for their work at the college and in the larger community.

College Reports or Highlights

Campus Activities and Advocacy Board (CAAB) Report (Tab 2)

Tabitha Basweti and Amy Soto Mendoza provided a report regarding CAAB activities.

- The Zoo Lights event on 12/5 was organized to help students de-stress before finals.
- A fentanyl awareness program was provided to the student body
- The CAAB has been working in partnership with the mosaic center to coordinate activities.
- The CAAB has continued its food drive for students in need.
- The CAAB has been working to build a stronger, more inclusive community.

Enrollment Report (Tab 3)

Dr. Broxson and Mr. Kelly presented a report on current enrollment at CPTC. They stated that going forward, enrollment reports will be emphasizing one of the Board goals. This report focused on access – the next report to the Board will be focused on retention and completion.

Mr. Kelly noted that the median age of CPTC students has gotten younger over time and that the need for aid is rising. Understanding these changes, the college is working on strategies that match these changes.

Historically, the State used FTE as the only measure of enrollment. Going forward FTE will be balanced with headcount.

CPTC has seen substantial growth in both state funded and contracted students. Contract growth is particularly strong, and the college anticipates more of that in the future. Future reports will provide more detail on contract students.

Dr. Broxson pointed out that the Unlocking Opportunity initiative is working to make sure that students are graduating into living-wage jobs. He stated that there will be more on this initiative presented at a future board meeting.

Mr. Kelly noted that CPTC is on the forefront of credit for prior learning.

Dr. Broxson acknowledged that our rapid increase in enrollments has come with growth pains. The college is looking at both staffing and process improvements to even the load. The college is looking at artificial Intelligence as a tool to assist with process improvement.

The college is currently using new tools to identify where students drop out in the on-boarding process so that we can make adjustments. The new shared governance model will help create improvements.

Trustee Phillips expressed concern that AI could negatively impact staffing. Dr. Broxson replied that we are looking at AI as a tool, not a replacement for staffing.

Trustee Zhu wondered what impacts AI might have on current programs. Dr. Broxson said that we are paying close attention. Currently, we are preparing students to effectively use AI in their chosen fields so that they are prepared for the emerging AI environment. He suggested that a study session about our work in this area could be provided to the Board.

Chair's Report

None.

Board Reports and/or Remarks

Trustee Phillips noted that she would like the Board to be briefed on the results of the public speaker comments.

New Business

None.

Executive Session

At 5:00 p.m., Vice Chair Buchanan stated that in accordance with RCW 42.30.110, the Board would recess to go into Executive Session for approximately 30 minutes for the purpose of reviewing, evaluating, and interviewing faculty probationers for tenure award.

Vice Chair Buchanan reconvened the meeting at 5:30 p.m. and asked if there were any action items as a result of Executive Session. There were.

MOTION:

Trustee Phillips moved that the Board of Trustees, after having given reasonable consideration to the recommendations of the Tenure Review Committee and the President, grant tenure to Tarlochan Mann at Clover Park Technical College. The motion was seconded by Trustee Villegas Rivera. The motion was approved unanimously.

MOTION:

Trustee Phillips moved that the Board of Trustees, after having given reasonable consideration to the recommendations of the Tenure Review Committee and the President, grant tenure to Mike Mavor at Clover Park Technical College. The motion was seconded by Trustee Zhu. The motion was approved unanimously.

Adjournment

MOTION:

Motion to adjourn the meeting at 5:03 was made by Trustee Phillips and seconded by Trustee Zhu. The motion was approved unanimously.

Dr. Joyce Loveday
President
College District Twenty-Nine

Eli Taylor
Chair, Board of Trustees
College District Twenty-Nine

CAMPUS ACTIVITIES & ADVOCACY BOARD REPORT

JANUARY 2026

Tab 2



Clover Park Technical College Marketing Plan

2025-2026 and beyond



MARKETING

*Short- to mid-term results
meant to drive traffic to
the Welcome Center*



PUBLIC RELATIONS

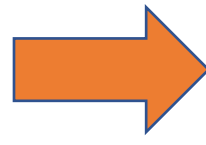
*Reputation management
through third parties*



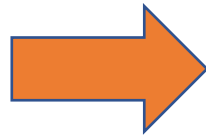
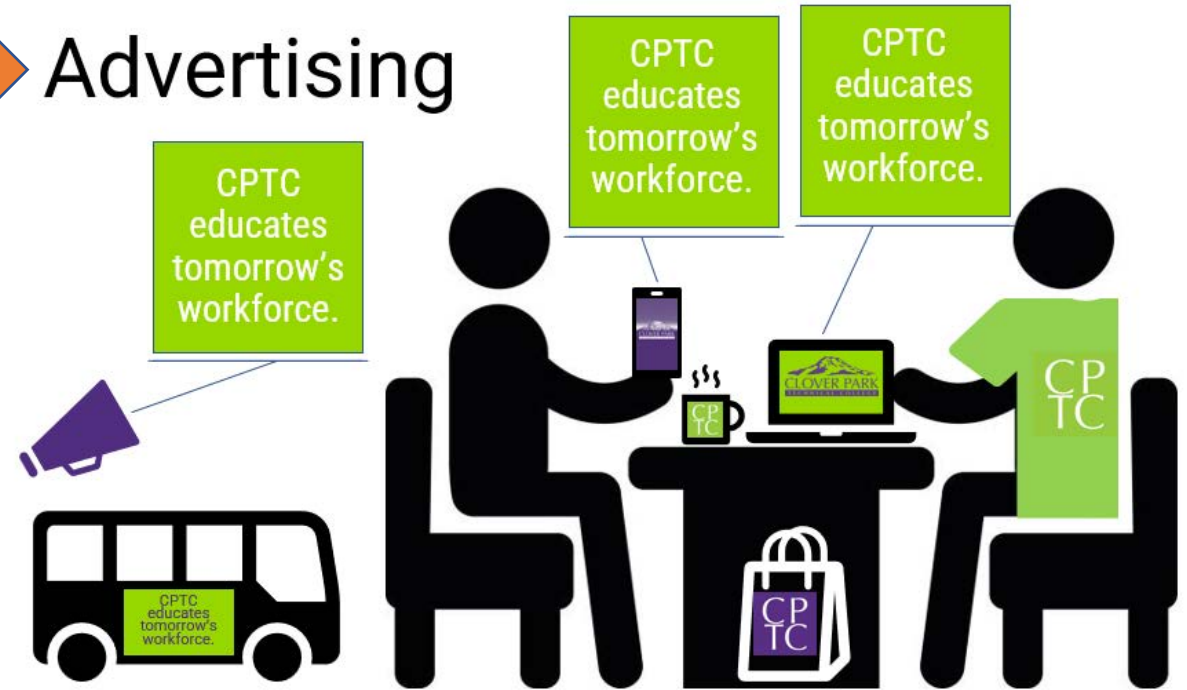
COMMUNICATIONS

*Strategic, consistent
delivery of any message,
internal or external*

Marketing



Advertising



Branding



2025 Results

Digital marketing partner: Green Rubino

1,291

Form submissions

6.9M

Impressions

52.5K

Clicks

Top Performing Campaigns



General Media Search

593 Trade Up submissions — Our highest lead-generating campaign with an 11.16% CTR, demonstrating strong messaging alignment with high-intent audiences.



Meta Retargeting

241 on-Meta submissions — Captured interested users through strategic retargeting, improving ROI and driving direct form fills with strong brand visibility.



HVAC Search

10.94% CTR — Achieved exceptional click-through rates with 2,940 clicks to HVAC landing pages, showing powerful audience intent alignment.

2025 Results

Digital marketing partner: Green Rubino

Campaign Coverage

- **4 major campaigns** launched across search, social, display, and video
- **11 program creative pieces** supporting diverse educational offerings
- Nimble, responsive campaign execution throughout the year

Looking Ahead to 2026

Building on this year's momentum, we're positioning ourselves for even greater success with strategic initiatives designed to amplify engagement and drive results.



Expand Video Content

Leverage video creative across additional platforms to increase engagement and brand storytelling



Optimize Campaign Performance

Refresh creative and copy for lower-performing campaigns to improve CTRs and conversion rates



Launch Strategic Initiatives

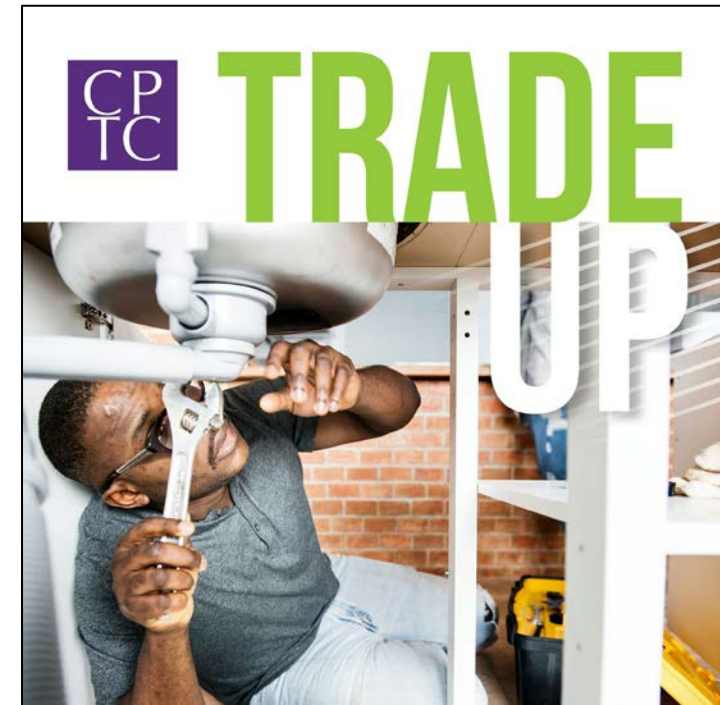
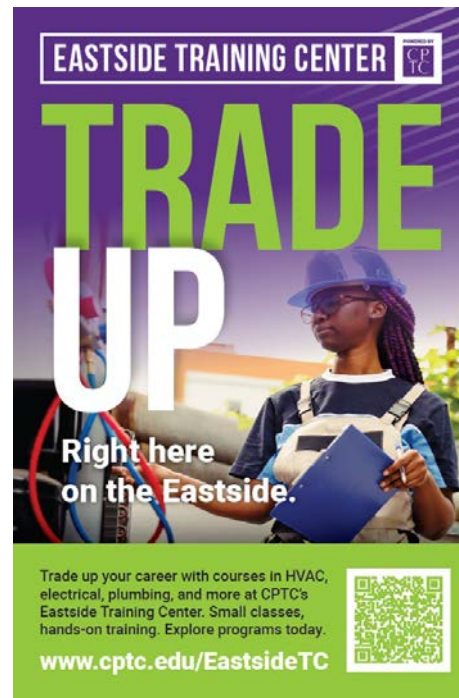
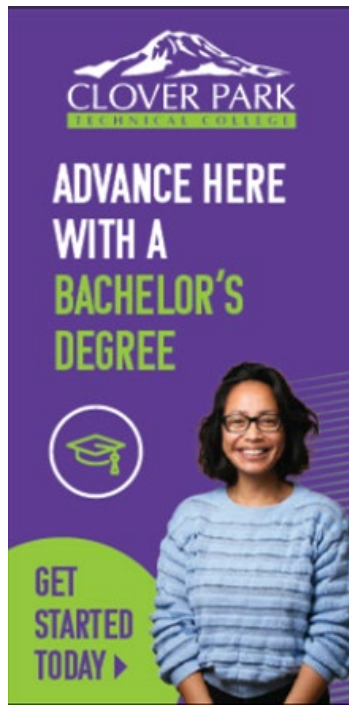
Prepare for Eastside Training Center expansion and AIM program promotion campaigns

Campaign Name	Funding % Split		Su2025			Fa2025			Wi2026			Sp2026			Su2026			Fa2026		
Go Further, Go Local	100	0																		
Trade Up (awareness)	100	0																		
CPTC Me	0	100																		
“Student Stories”	10	90						Jenny, Dilan, Isaiah, CAMT, others TBD												
HVAC	0	100																		
CAMT/AIM	0	100																		
Winter Greeting	0	0																		
<i>Eastside Training Center</i>																				
8/2025 Postcard	0	100																		
Trade Up (awareness)	0	100																		

Purple: MarComm | Green: Partner

Completed Campaigns

1. **“Go Further, Go Local”** – digital awareness campaign
2. **Trade Up** – direct mail to 35k households in 4 ZIPs around ETC
3. **Trade Up ETC** – digital awareness campaign, paused Fall 2025



2026 Focus on the People of CPTC

Embed Communications into Marketing

- **Unifying communications** can be utilized across multiple areas: prospective students; funding department; Advancement; grants; legislators
- **Purpose: Tell compelling stories**
 - Tell repeatable, engaging CPTC stories that focus on authenticity
 - Establish emotional and narrative momentum for ETC purchase
 - Refresh creative to reflect where CPTC is today
- **Costs** can include story-gathering, photography, digital & print usage
 - ETC budget
 - CAMT grant
- **Goal:** inspire pride, reinforce ETC's value, build audience engagement

EASTSIDE TRAINING CENTER

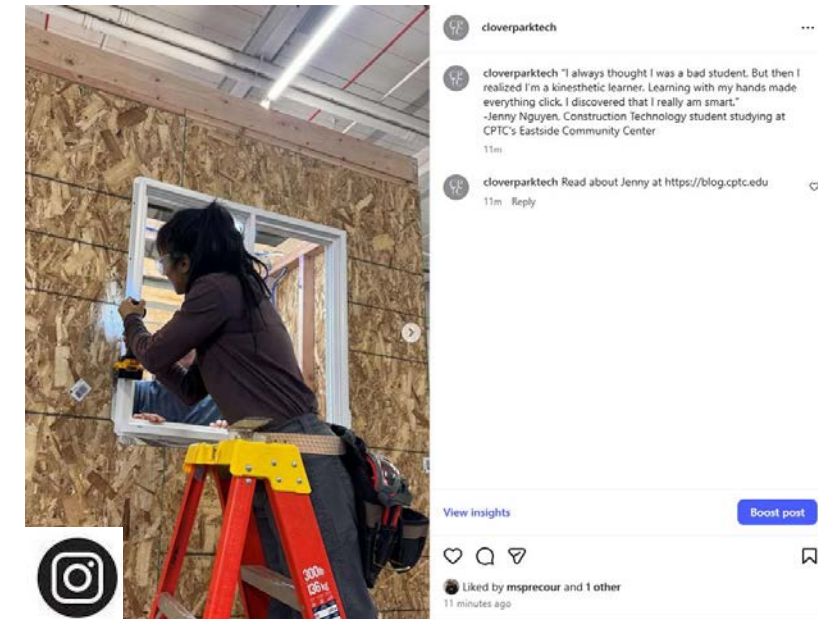
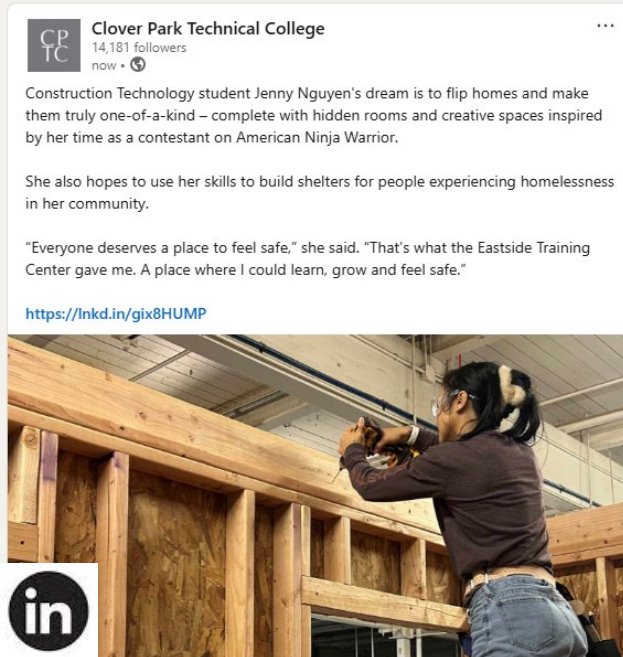
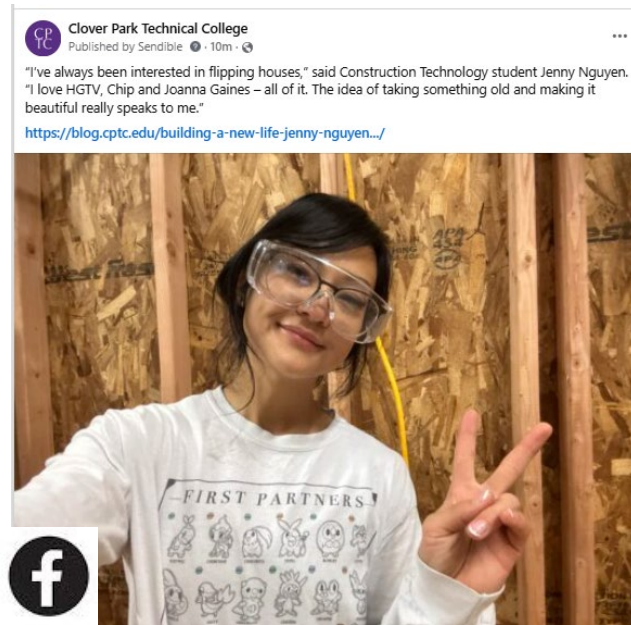


TRADE UP

Right here
on the Eastside

Trade up your career with courses in HVAC, electrical, plumbing, and more at CPTC's Eastside Training Center. Small classes, hands-on training. Explore programs today.

www.cptc.edu/EastsideTC



CPTC News

Clover Park Technical College



STUDENT STORIES

ALUMNI STORIES

FACULTY & STAFF STORIES



Jenny Nguyen Nails It

DECEMBER 11, 2025

Departmental partnership: AIM & CAMT (web and print, *in development*)

- **Purpose**

- Promote CAMT & AIM to manufacturing business leaders
- Develop 5 “Built to Belong” profiles to promote Industry 4.0 programs

- **Costs** include building & student photography, printing, digital campaign, improved web presence, story-telling

- \$45k (AIM grant)

- **Goal**

- Develop lead generation pipeline for AIM
- Produce industry-aligned collateral materials to promote CAMT
- Represent CAMT programs in CPTC student stories

What else is ahead in 2026?

- Continued digital campaigns
- Incremental changes to website
- Continue to refine Element 451
- Existing & new partnerships

*Thank you,
Jenn Adrien, Executive Director
Marketing & Communication*

Clover Park Technical College Grants 2025–2026

Challenges & Adaptation:
2025 – 2026 and beyond

Grant Rules and Systems are in Flux

- Traditional grant timelines are changing
- Programs may appear or disappear without notice
- Grant mechanics are being altered (Fund down system for example)
- Negotiated Indirect Cost Rates (NICRA) are being dictated separate from federally negotiated rates



CPTC Operational Challenges

- Improving centralized and coordinated responses
- Grant Writer vs. Developer/Director
- Employment Duration (typical for grant professionals)
- Presidential administration changes affecting underserved groups or priorities
- Funding withdrawn or not renewed after signed contracts, makes processes more challenging.

CPTC Growth and Adaptation (Pivot)



Quicker, more informed responses

- Improved communication with CPTC administration
- Grant development embedded in administration meetings/processes
- Improved coordination with Finance on each project
- Continue government opportunities, but increasingly seek elsewhere
- Use both CPTC Foundation and college resources
- Actively pursuing non-traditional funding rates

CPTC Grant Results 2024 - 2025

- 13 Applications Submitted
- 4 Applications Funded
- Total Amount Requested - \$12,500,000.00 *
- Total Funding - \$1,100,000.00



CPTC Grant Results 2025 – 2026 (6 months)

- 9 Applications Submitted
- 3 Applications Funded
- 2 Applications Pending
- Total Amount Requested - \$5,757,000.00 *
- Total Funding - \$900,000.00
- 16.5 Million in non-traditional funding requested



What has this actually done for CPTC and our students?



- Scholarships and funded competitions for CNC – Machining Students (Claire Korschinowski)
- Helped fund Free Dental Clinic on Campus (Jason Boatman, Hannah Precour)
- Purchase of HVAC workstations (Primarily at the East Side Center) (Lester Burkes)
- Developing a library of developed ideas and resources (AI, Nursing, Surgical Tech, Automotive, Behavioral Health, Student Services, etc.)
- Fostering ideas and relationships with industry and community partners

What's next for CPTC?

- Standardized form for submission of grant applications (“Request to Submit” form)
- Education and information regarding grant timelines and expectations (Published timelines with forms readily available)
- Post-award training and monitoring for Project Directors and Project Investigators. (Including Grant Personnel)
- Build a library of needs to strengthen readiness and alignment
- Increase volume of smaller, short-term applications
- Continue to seek non-traditional grant funds