



4500 Steilacoom Blvd SW, Lakewood, WA 98499-4004

**Board of Trustees Regular Meeting**

Rotunda, Building 3

Wednesday, October 10, 2018

Study Session Cancelled

Regular Meeting: 4:00-5:30 p.m.

**Agenda**

|             |   |  |                         |
|-------------|---|--|-------------------------|
| <b>4:00</b> | <b>Call to Order, Flag Salute, Introductions</b> .....  | Wayne Withrow  |                         |
|             | <b>Adoption of Agenda</b> .....   | Wayne Withrow  |                         |
|             | <i>Action</i>   |  |                         |
|             | <b>Approval of the Regular Meeting Minutes of</b> .....   | Wayne Withrow  | Tab 1                   |
|             | <b>August 29, 2018</b>  |  |                         |
|             | <i>Action</i>   |  |                         |
| <b>4:05</b> | <b>President’s Report</b> .....   | Joyce Loveday  |                         |
|             | <ul style="list-style-type: none"><li>• Student Success Speaker</li><li>• Opening Day</li><li>• Miscellaneous</li></ul>   |  |                         |
| <b>4:20</b> | <b>2018 Board of Trustees Meeting Calendar Discussion</b> .....   | Wayne Withrow  | Tab 2                   |
| <b>4:25</b> | <b>Other College Reports or Highlights:</b>   |  |                         |
|             | <ul style="list-style-type: none"><li>• ASG Report.....</li><li>• Marketing Update .....</li><li>• 2017-2018 Academic Year Review .....</li><li>• Outreach, Recruitment, and Enrollment Update.....</li></ul> | Sam Hardy<br>Tyler Scott<br>Samantha Dana<br>Scott Latiolais | Tab 3<br>Tab 4<br>Tab 5 |
| <b>4:55</b> | <b>Chair’s Report</b> .....   | Wayne Withrow  |                         |
| <b>5:00</b> | <b>Board Reports and/or Remarks</b> .....   | All  |                         |
| <b>5:05</b> | <b>Public Comments</b> .....  | Wayne Withrow  |                         |
| <b>5:10</b> | <b>New Business</b> .....   | Wayne Withrow  |                         |

**5:10 Executive Session** ..... Wayne Withrow

**Convene Executive Session for approximately fifteen minutes for the purpose of reviewing the performance of a public employee.**

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.

**5:25 Action Items as a Result of Executive Session**..... Wayne Withrow

**5:30 Adjournment** ..... Wayne Withrow

*All Board meetings will be recorded.*



4500 Steilacoom Blvd SW, Lakewood, WA 98499-4004

Board of Trustees Meeting  
Rotunda, Building 3  
Wednesday, August 29, 2018  
Study Session CANCELLED

Minutes

**Call to Order:** Chair Withrow called the Board of Trustees Meeting for Clover Park Technical College (CPTC) to order on August 29, 2018, at 3:59 p.m.

**Board of Trustees Present:**

Wayne Withrow, Chair  
Bruce Lachney

Mary Moss  
Lua Pritchard

**College President:** Dr. Joyce Loveday

**Assistant Attorney General:** Justin Kjolseth

**Excused Absences:** Mark Martinez, Trustee

**Other Attendees:**

Larry Clark, VP, Finance & Admin.  
Dr. Tawny Dotson, VP, Strategic Devel.  
Mabel Edmonds, VP, Instruction  
Scott Latiolais, VP, Student Success  
Lisa Beach, Dir., Compliance  
Dr. Chris Chen Mahoney, Assoc. Dean  
Tom Chesnes, Mechatronics Inst.  
Samantha Dana, Dir., IR/Grants  
Loren Davis, Dir., NWCTHS  
Cal Erwin-Svoboda, Dir., Student Life  
Myra Griffin, Dir., Nursing Programs  
Michelle Hillesland, Dean

Pamela Jeter, Dir., IT  
John Kaniss, Dir., Facilities Services  
Dean Kelly, Dean, Student Success  
Claire Korschinowski, Dean  
Christian Kroiss, Mgr., Security  
Dr. Judy Loveless-Morris, Dean  
Kathi Medcalf-Flaker, Assoc. Dean  
Jason Sawatzki, Mechatronics Inst.  
Cherie Steele, Exec. Asst. to the President  
Kirk Walker, Dir., Human Svcs.  
Carl Wenngren, Mechatronics Inst.  
Adam Yunker, Student

**Adoption of the Agenda**

**MOTION:**

Motion to adopt the agenda as presented was made by Trustee Moss, and seconded by Trustee Pritchard. Motion was approved unanimously.

**Approval of Minutes (Tab 1)**

**MOTION:**

Motion to approve the minutes of the Regular Board meeting of July 11, 2018, was made by Trustee Lachney, and seconded by Trustee Moss. Motion was approved unanimously.

## **President's Report**

### Student Success Story

Adam Yunker came to CPTC for the Mechatronics Program in fall 2014, because it combined his interests of Engineering and Robotics. After taking some time off while the program was in transition, Mr. Yunker returned and will graduate this quarter. He is completing his capstone project through an internship with a local company, producing pieces for the manufacturing world, and automating a process they currently do by hand. The instructors have been very helpful, and the training is above and beyond what is out in industry. Mr. Yunker plans to continue training and obtain a four-year degree.

### Inclusive Excellence Academy

A team of five – VPs Dotson and Latiolais, Dean Loveless-Morris, HR Director Walker, and President Loveday – took the Inclusive Excellence Academy online course, which is foundational to CPTC's Guided Pathways work. This will be the focus of her comments on Opening Day. Big picture goals are to:

- Achieve access and equity for historically underrepresented groups.
- Create a multicultural and inclusive campus climate for the entire college community.
- Expand our knowledge and pedagogy around diversity issues.
- Prepare all students for a national and global society that is diverse and interconnected.

### Annual WACTC Retreat

Major highlights that happened outside the sessions:

- Getting to know the five newly hired presidents in the system.
- Renewed conversations among the Technical College Presidents regarding the impact of the funding model on technical colleges.
- The four Pierce County colleges submitted a proposal to the Pierce County Executive's Office regarding use of funding generated through the Puget Sound Taxpayer Accountability Account (SB 5987). If the Bill established in 2015 remains intact, Pierce, King, and Snohomish Counties will receive \$123 million over a 16-year period to improve educational outcomes in early learning, K-12, and higher education for low income, homeless, foster care, and other vulnerable populations.

### CSW Technology Summit and Guided Pathway's Summer Cohort Retreat

A team of 13 individuals from CPTC attended this training, which was intended to inform and prepare attendees for the work occurring at two-year colleges.

### CTC Leadership Development Association Summer Meeting

This organization provides professional development for all levels of college employees, and six individuals from CPTC attended the Summer Conference in July. Dr. Dotson presented a workshop on her findings of retaining millennials. President Loveday is serving on the Executive Board of the Association this year, and the fall training will be held at CPTC.

### Miscellaneous

#### *Introductions*

President Loveday introduced Dr. Judy Loveless-Morris, Dean for General Education and Transition Studies; and Associate Deans Dr. Chris Chen Mahoney and Kathi Medcalf-Flaker.

### *13<sup>th</sup> Year Program*

At the beginning of summer quarter, letters were sent to this year's graduates from Clover Park School District and Mt. Tahoma High School, offering the first year of college free for those who are eligible. It is to make education possible for the Lakewood community, will be based on expected family contribution, and is a need-based grant.

### *Opening Day*

Trustees are invited to attend Opening Day activities, from 7:30 a.m. to noon in Building 23, followed by an all-campus barbeque.

### *Samoa Educational Tour/Recruitment Trip, November 5-12*

President Loveday and two members of the Entry and Outreach Team will accompany Tacoma School District Superintendent Carla Santorno and two principals on an educational tour/recruitment trip to Samoa, November 5-12. The benefits are to strengthen local recruiting efforts among Samoan young people, develop connections for future recruiting, and open a dialog with Samoan colleges regarding potential partnership ideas.

### *Trustee Term*

Trustee Moss' term on the Board of Trustees ends on September 30. She has graciously agreed to continue until another trustee has been appointed by the Governor.

### **Dissertation Results, "Keeping Millennials"** (Attachment 1)

Dr. Dotson presented the attached report on Keeping Millennials.

### **FY2017-18 4<sup>th</sup> Quarter Budget Report** (Tab 2) (Attachment 2)

Mr. Clark noted highlights on the attached report. When talking about funding for the new building, he displayed three pictures (Attachment 2), showing construction progress.

### **Instruction Report** (Tab 3)

#### Mechatronics at CPTC

Mechatronics Program faculty members gave an update on the program (Tab 3). They also showcased a robot built by instructors and students in the program.

### **Chair's Report**

Chair Withrow presented Trustee Pritchard with a gavel as a token of the Board's appreciation for serving as Board Chair during the FY 2017-18 year.

### **Board Reports and/or Remarks**

Trustee Moss attended the Foundation Board meeting. One member would like to bring back the Foundation Golf Tournament next year, June 30, 2019. She asked that the Board of Trustees support this position.

Trustee Lachney is concerned about the disparity in equity of funds coming to technical colleges versus community colleges. He suggested CPTC may need to invest money in lobbying to receive CPTC's fair share of these funds.

**Public Comments**

No public comments.

**New Business**

No new business.

**Executive Session**

No Executive Session.

**Next Meeting**

October 10, 2018, at the Lakewood campus.

**Adjournment**

Chair Withrow adjourned the Regular Meeting at 5:26 p.m.

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**Dr. Joyce Loveday**  
**President**  
**College District Twenty-Nine**

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**Wayne Withrow**  
**Chair, Board of Trustees**  
**College District Twenty-Nine**



4500 Steilacoom Blvd SW, Lakewood, WA 98499-4004

**District #29  
Board of Trustees Meetings**

2019 Meeting Calendar

|                          |                   |        |                   |
|--------------------------|-------------------|--------|-------------------|
| <b>January 9, 2019</b>   | Study Session     | 3 p.m. | Rotunda, Bldg. 3  |
|                          | Business Agenda   | 4 p.m. | Rotunda, Bldg. 3  |
| <b>February 6, 2019</b>  | Study Session     | 3 p.m. | Rotunda, Bldg. 3  |
|                          | Business Agenda   | 4 p.m. | Rotunda, Bldg. 3  |
| <b>March 13, 2019</b>    | Study Session     | 3 p.m. | Rotunda, Bldg. 3  |
|                          | Business Agenda   | 4 p.m. | Rotunda, Bldg. 3  |
| <b>April 10, 2019</b>    | Study Session     | 3 p.m. | South Hill Campus |
|                          | Business Agenda   | 4 p.m. | South Hill Campus |
| <b>May 8, 2019</b>       | Study Session     | 3 p.m. | Rotunda, Bldg. 3  |
|                          | Business Agenda   | 4 p.m. | Rotunda, Bldg. 3  |
| <b>June 18, 2019</b>     | NO Study Session  |        |                   |
|                          | Business Agenda   | 4 p.m. | Tacoma Dome       |
| <b>July 10, 2019</b>     | Study Session     | 3 p.m. | Rotunda, Bldg. 3  |
|                          | Business Agenda   | 4 p.m. | Rotunda, Bldg. 3  |
| <b>August 14, 2019</b>   | Study Session     | 3 p.m. | Rotunda, Bldg. 3  |
|                          | Business Agenda   | 4 p.m. | Rotunda, Bldg. 3  |
| <b>September 2019</b>    | <i>No Meeting</i> |        |                   |
| <b>October 9, 2019</b>   | Study Session     | 3 p.m. | Rotunda, Bldg. 3  |
|                          | Business Agenda   | 4 p.m. | Rotunda, Bldg. 3  |
| <b>November 13, 2019</b> | Study Session     | 3 p.m. | South Hill Campus |
|                          | Business Agenda   | 4 p.m. | South Hill Campus |
| <b>December 11, 2019</b> | Study Session     | 3 p.m. | Rotunda, Bldg. 3  |
|                          | Business Agenda   | 4 p.m. | Rotunda, Bldg. 3  |

WA ACT Winter Conference, Olympia, WA  
 ACCT National Legislative Summit, Washington, DC  
 AACC Annual Convention, Orlando, FL  
 WA ACT Spring Convention, Walla Walla, WA  
 CPTC Graduation, Tuesday, June 18, 2019  
 ACCT Leadership Congress, San Francisco, CA  
 CPTC Board of Trustees Annual Retreat

January 21-22, 2019  
 February 10-13, 2019  
 April 13-16, 2019  
 May 23-24, 2019  
 Tacoma Dome  
 October 16-19, 2019  
 TBD





The following issue areas were developed and discussed during the 2018 spring quarter by representatives of the Associated Student Government (ASG), club and organization leaders and student employees from across campus. This priorities paper represents the issues student leaders have identified as their highest priorities for advocacy during the 2018-2019 academic year.

| Student Concerns  | Priority Statement   |
|---|--|
| Access to Affordable Books & Materials                                | <p>The ASG is concerned about the prohibitive costs of educational resources and access for most courses offered at CPTC and wants to ensure that students have equitable access to affordable content to support their education. The ASG appreciates the legislative action to support the development of Open Educational Resources (OERs) and the CPTC instructors who have already embraced this delivery option. Alignment: Core Themes (CT) – Student Success; Strategic Goals (SG) – Promote Innovation and Enhance Institutional Capacity; WACTCSA 2018-2019 Legislative Agenda; and Guided Pathways (GP) - Ensure Students are Learning.</p> |
| Active Shooter  | <p>How do we prepare for the unmentionable? It's sobering that we live in a time when an active shooter is something we must actively think about and plan for, but preparation can save lives. Student leaders will work with the college administration to enhance critical components of the current plan which can help to strengthen the ability to react and respond to all emergencies. Alignment: CT—Institutional Sustainability; and SG—Foster Community Engagement and Social Responsibility.</p>   |
| Student Success in Math   | <p>According to a recent study conducted by the SBCTC the “lack of math attainment is the most common stumbling block to achieving their academic goal”. At CPTC, less and less face-to-face math classes are available to students who could benefit from hands-on instruction. The ASG will work with the instruction administration and completion committee to explore pathways to establish more opportunities for hands-on math instruction for CPTC students. Alignment: CT – Student Success; SG—Promote Student Success, Champion Equity; and GP - Helping Students Enter a Pathway.</p>  |
| Affordable, Accessible & Expanded Food Options                        | <p>Access to affordable and accessible food with nutritional value is critical to student success and college morale. Since June 2014, the Lakewood campus has been without a college cafeteria. When students are hungry, their academic and social ambitions become secondary. The ASG will work with the college administration to ensure food options are available, affordable, accessible and have nutritional value for CPTC students who attend class on-campus. Alignment: CT—Student Success, SG – Promote Student Success, Promote Innovation, and Create and Maintain a Sustainable College Community.</p>                                 |
| Access to the Library, Computer Lab and Tutoring Center (Building 15) | <p>Access to library and tutoring assistance, a range of subject areas and extended hours of operation is critical to student success and academic access as CPTC students advance through their academic program/area of study. The ASG will work with the college administration to ensure students have expanded access to Building 15 based on student preferences as identified through a needs assessment. Alignment: CT – Student Success and Institutional Sustainability; SG – Promote Student Success; and GP— Ensure Students are Learning.</p>   |
| <b>Legacy Priority</b><br>Recreation Facility on Campus               | <p>Recreation activities can enhance personal fitness, wellness and the enjoyment of students, and staff. The ASG will work with the Office of Student Life to establish an activities and recreation center in the Student Center which will serve as a retention and recruitment tool for students, assist students with the development of soft skills and the importance of maintaining a healthy lifestyle while in college. Alignment: CT— Student Success; and SG – Promote Innovation and Foster Community Engagement and Social Responsibility.</p>   |
| <b>Legacy Priority</b><br>Improving Campus Technology                 | <p>Ensuring access to and the reliability of campus technology are matters of considerable importance. To fully embrace the utilization of cutting-edge technology and collaboration across campus, the ASG has tasked the director with developing a Student Technology Fee, which will allow future students leaders the ability to allocate one-time funds to technology projects and enhancements that impact all students. Alignment: CT – Student Success; SG – Enhance Institutional Capacity and Promote Innovation.</p>   |

For questions or clarifications related to the Student Priorities Paper  
[asg.president@cptc.edu](mailto:asg.president@cptc.edu) | 253-589-5685

To learn more about the Associated Student Government

[www.cptc.edu/asg](http://www.cptc.edu/asg)







## Associated Student Government - September 2018

### Highlights

The Associated Student Government (ASG) attended the Student Leadership Conference, along with 500 student leaders from across the state. Students participated in workshops involving student advocacy, student engagement, heard three keynote presentations, networked with other schools, and participated in the Lip Sync Battle. A special treat this year was hearing Governor Inslee share insights about the most educated generation, voter registration, and climate change.

### Increasing Student Advocacy

The Student Priorities Paper represents the issues identified across campus as the highest priorities for student advocacy during the 2018-2019 academic year. The ASG's focus for the year will be: access to affordable books and materials; student success in math; active shooter; access to the Library, Computer Lab, and Tutoring Center (Bldg. 15); and affordable, accessible, and expanded food options. Two priorities that will continue from last year are: recreation facility on campus and improving campus technology.

Student Council conducted a voter registration drive, Sep. 26-Oct. 5. During the campaign, students assisted with new voter registration and informed students about deadlines, online tools, and drop-box locations in Pierce County.

### Partnership Highlights

The Office of Student Life, in partnership with the ASG, hosted the inaugural Week of Welcome (WOW) during the first week of fall quarter as a way to build campus community, increase awareness of department initiatives, and engage students in a variety of ways within the first few days on campus. Over the course of four days, we hosted a pizza party, carnival ride, ice cream social, and a prize spin wheel. Each day we invited college departments and support programs to host a resource table. Want to get involved with the WOW in January? Email us at [involvement@cptc.edu](mailto:involvement@cptc.edu) for more!

### Shared Governance

Council meetings this quarter will be on September 26, October 3, 10, 24, November 7, 28 & December 5. The meetings will be in Building 23, Room 215 at 2:30 p.m. All meetings are open to the public. If you'd like to be added to a future agenda, please email us at [asg.president@cptc.edu](mailto:asg.president@cptc.edu).

Student Council members for the 2018-19 academic year are: Sam Hardy (President), Timothy Kvamme (Vice President), Quan Tran (Emergency Services), Sadie Hollenbach (Legislation) and Sandra Lopez (Public Relations).

The ASG hosted the October 3 College Assembly (CA) meeting in the Student Center and shared the student priorities paper, conducted a tour of the Student Leadership & Service Center and brief presentation about Student Life to the CA!

### By The Numbers

- 2,800** Pounds of oats packed by student leaders
- 455** New students attended Orientation
- 1,190** PB&Js given out in Summer quarter 2018
- 414** Bus passes distributed since Sep. 19

### Upcoming Events

- On Campus Movie Night (Coco) – October 16**  
Student Center (B23), Ballroom, 6:00 p.m.
- Fall Fest – October 31**  
Student Center (B23), Ballroom, 11 a.m.-1 p.m.
- Veterans Day Ceremony, November 7**  
Student Center (B23), Ballroom, 11 a.m.-12:30 p.m.
- Diversity & International Resource Fair, November 13**  
Student Center (B23), Ballroom, 11 a.m.-1 p.m.



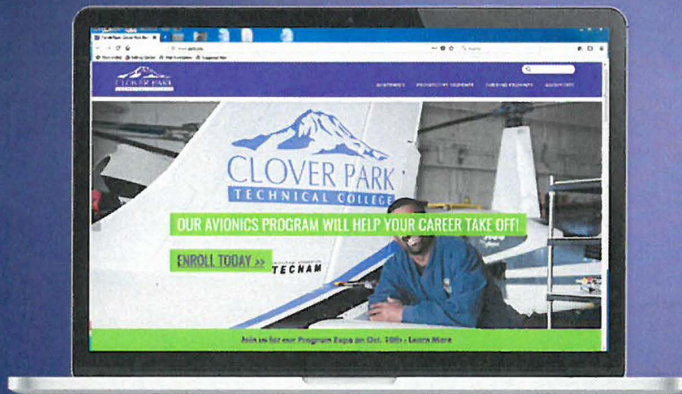
Tab 4

# CPTC Marketing Report

Oct. 10, 2018

## Website - [www.cptc.edu](http://www.cptc.edu)

Redesign completed February 2018



### Accessibility

Completely redesigned to support accessibility requirements

### Ease of Use

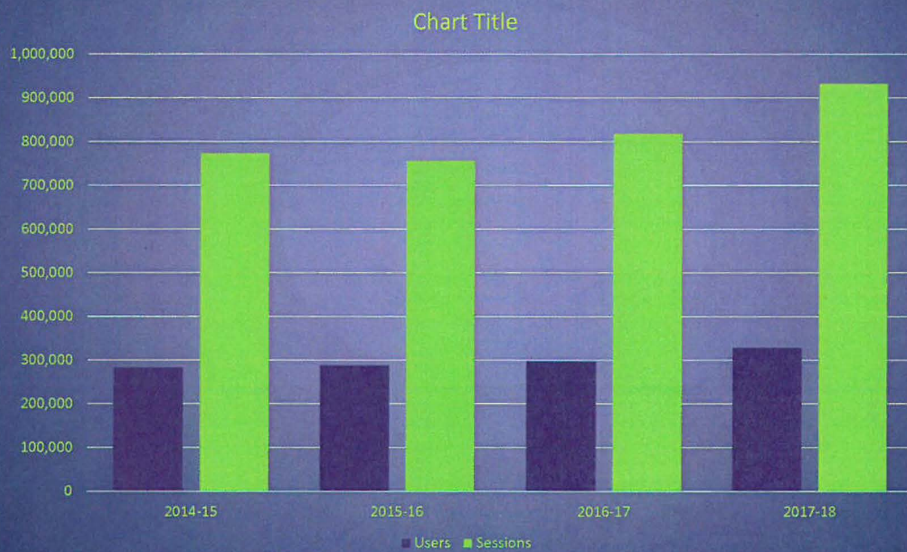
More logical layout and organizational structure helps users find what they need

### Guided Pathways

New design highlights seven schools on front and will grow with Guided Pathways



# Website User Growth



# Graphics & Branding

NCMPR District 7 Medallion Awards



Updated Program Photos

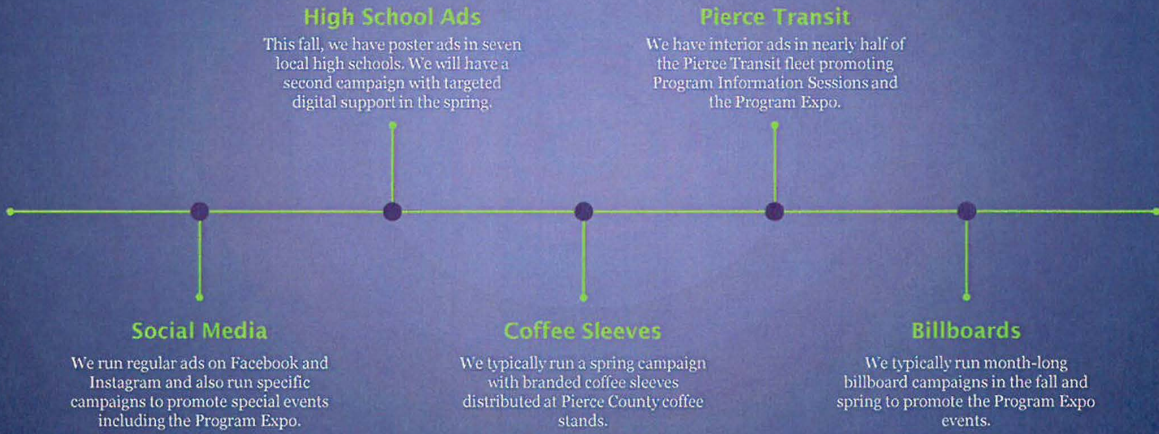


Pole Signs and Wayfinding





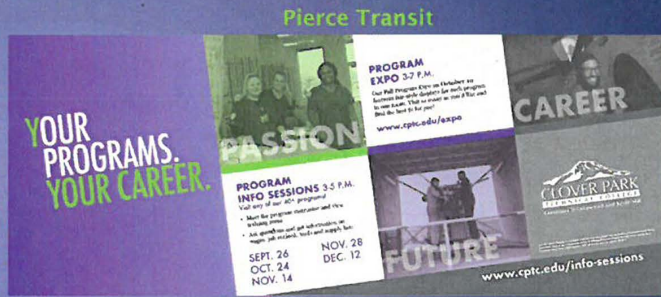
# Local Advertising



# Local Advertising Samples



High School Ad



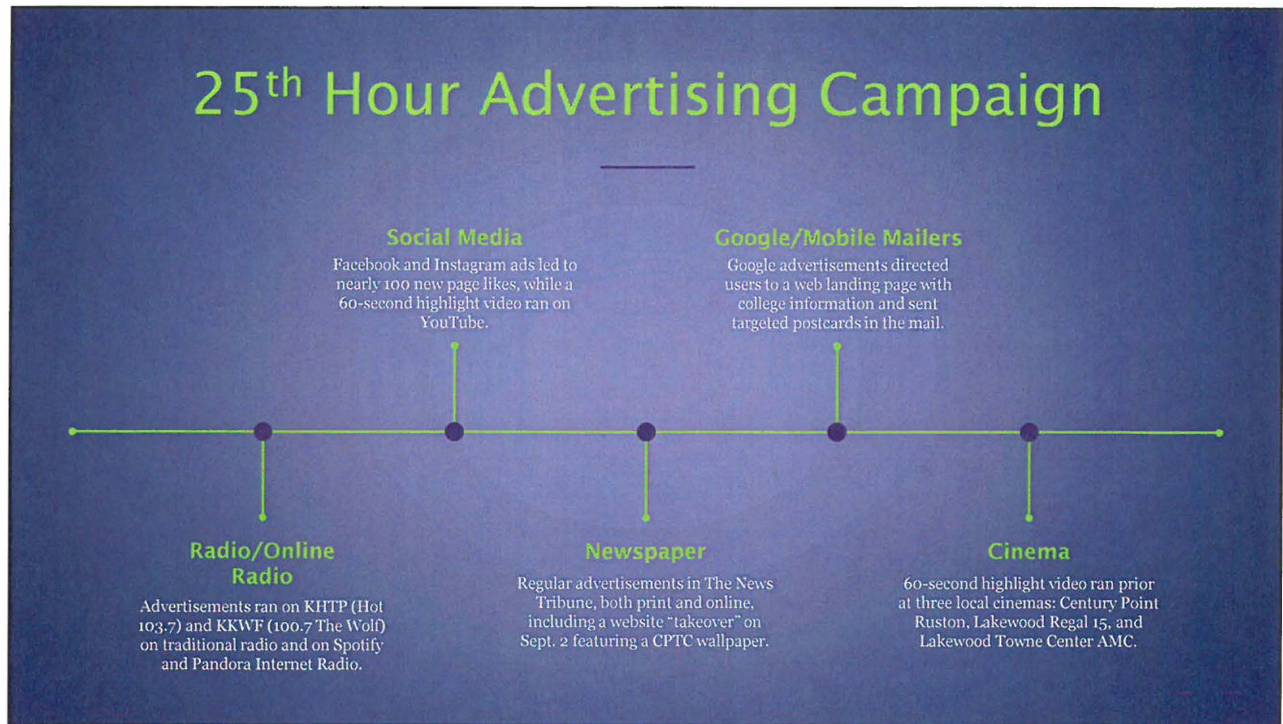
Pierce Transit



Coffee Sleeves



# 25<sup>th</sup> Hour Advertising Campaign



# 25<sup>th</sup> Hour Results - Facebook

| Ad Set Name                               | Delivery           | Results                              | Reach   | Impressions | Cost per Result                         |
|---|--------------------|--------------------------------------|---------|-------------|---|
| CPTC - FB - Fall 2018 General Recruitment | Recently Completed | 14,014<br><small>Link Clicks</small> | 411,445 | 2,789,703   | \$0.86<br><small>Per Link Click</small> |



  

| Ad Set Name                               | Delivery           | Post Reactions              | Post Comments             | Post Shares                | Link Clicks                    | Page Likes                 |
|---|--------------------|-----------------------------|---------------------------|----------------------------|--------------------------------|----------------------------|
| CPTC - FB - Fall 2018 General Recruitment | Recently Completed | 612                         | 8                         | 45                         | 14,014                         | 96                         |
| Results from 1 ad set                     |                    | 612<br><small>Total</small> | 8<br><small>Total</small> | 45<br><small>Total</small> | 14,014<br><small>Total</small> | 96<br><small>Total</small> |

- CPTC's Facebook page received 96 new page likes directly from 25<sup>th</sup> Hour advertisements, plus nearly 2.8 million impressions, a reach of over 400,000 and more than 14,000 link clicks.
- Those page likes mean nearly 100 more people will continue to hear about CPTC each time we post to our page going forward.
- The paid advertisements also received strong engagement, including 612 reactions, eight comments, and 45 shares.
- That engagement means our paid advertisements went even further, as people shared them with their own social groups.

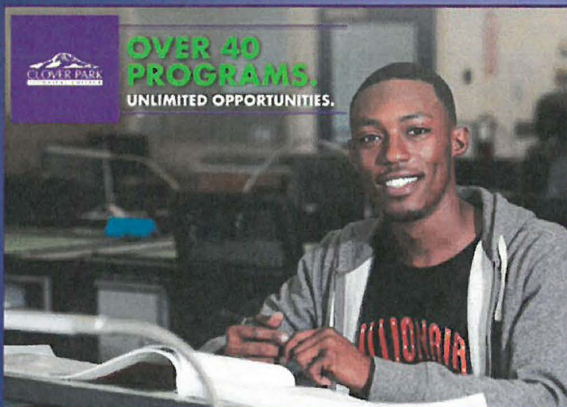


## 25<sup>th</sup> Hour Results – Google/YouTube

| Campaign  | Budget                                   | Status | Bid strategy type | Campaign type | Impr    | Phone calls | Views  | Clicks |
|---|--|--------|-------------------|---------------|---------|-------------|--------|--------|
|  CloverPark_Fall18         | \$170.00/day                             | Ended  | Maximize clicks   | Search        | 122,022 | 455         | 0      | 7,868  |
|  CloverPark_Fall18_Youtube | \$6,000.00 (total)<br>Aug 18, 2018 - ... | Ended  | Manual CPV        | Video         | 159,722 | 0           | 75,701 | 330    |

- 25<sup>th</sup> Hour's Google ads received more than 120,000 impressions and nearly 8,000 clicks.
- Most importantly, the ads led to 455 direct mobile calls to the college.
  - Of those calls, 341 were answered by the CPTC Welcome Center.
  - Those 341 answered calls had an average call duration of just over two minutes.
- The ads also directly led to 196 conversions on the "Apply Now" button on the landing page, which directed prospective students to the Welcome Center.
- CPTC's 60-second highlight video received nearly 76,000 views on YouTube.
- Top search terms that led to ad responses included "Bates Technical College," "Renton Technical College," and "Bellevue College," meaning people searched for other schools and then clicked on our ads.
- Google analytics also showed CPTC's campaign ran against similar campaigns for Bates and Western Governors, with CPTC's ads receiving a higher impression share despite spending less money to bid for higher page placement.

## 25<sup>th</sup> Hour Results – Mobile Mailer



- A coding pixel placed in the landing page identified devices that visited the page for at least 15 seconds and cross-referenced to see if it matched with registered household addresses.
- Finding a match triggered an automatic mailer postcard delivered to the registered address, typically within three days.
- The targeted printed postcard serves as a reinforcement of an action the prospective student has already taken by clicking on an ad to the landing page.
- A total of 3,249 page visitors received mobile mailers.



# 25<sup>th</sup> Hour Results – Other Highlights



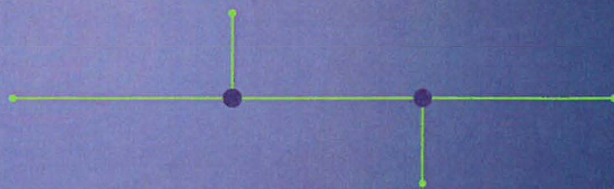
- A CPTC wallpaper served as the backdrop for The News Tribune’s website as part of a “website takeover” on Sept. 2, supplementing ads in the print and online versions of the TNT.
- CPTC’s radio ads reached nearly 300,000 people on two different stations.
- CPTC’s 60-second highlight video ran for three weeks on a total of 36 screens between three local cinemas.
- Spotify and Pandora totaled more than 660,000 audio ads delivered to listeners.

# Customer Relations Management



## Program Emails

Along with the website redesign, we re-implemented program immediate-response emails for students who request information online. Since February, more than 4,000 emails have gone out.



## Call Center

We are working with Outreach to establish a call center that supports the Welcome Center efforts by reaching out via phone to anyone who has submitted a program info inquiry but not yet visited campus.



# Community Partnerships

## Organic Outreach Opportunities

Outreach survey data shows nearly 50% of prospective students hear about CPTC through friends and family.

## Other Potential Partnerships

Some other organizations we're looking into working with include the Exceptional Families Network, Lakewood Community Center, Pierce County Parks & Recreation, and Lakewood Chamber of Commerce.

## Boys & Girls Clubs

We began a partnership with the Lakewood and South Tacoma Branches that included lanyards, t-shirts and pencils with CPTC's logo. We hope to expand this partnership with unique programming to bring teens to the college campus.

## Emergency Food Network

We provided 5,000 bags to EFN during the 2017-18 Academic Year complete with information about our programs and workforce funding resources

## Living Access Support Alliance

We've begun conversations with LASA and will be meeting with their staff later this month to discuss partnership opportunities that support their constituents and provide information resources about CPTC.

13

# Program/Highlight Videos



- We began our video project with Sandbox last year, completing 12 program videos and one highlight video.
- We are set to shoot footage for 20 more program videos and two new highlight videos in the final weeks of October and first week of November.
- We plan to finish the project with the final program videos during the 2019-20 Academic Year.

**QUESTIONS?**

Tab 5

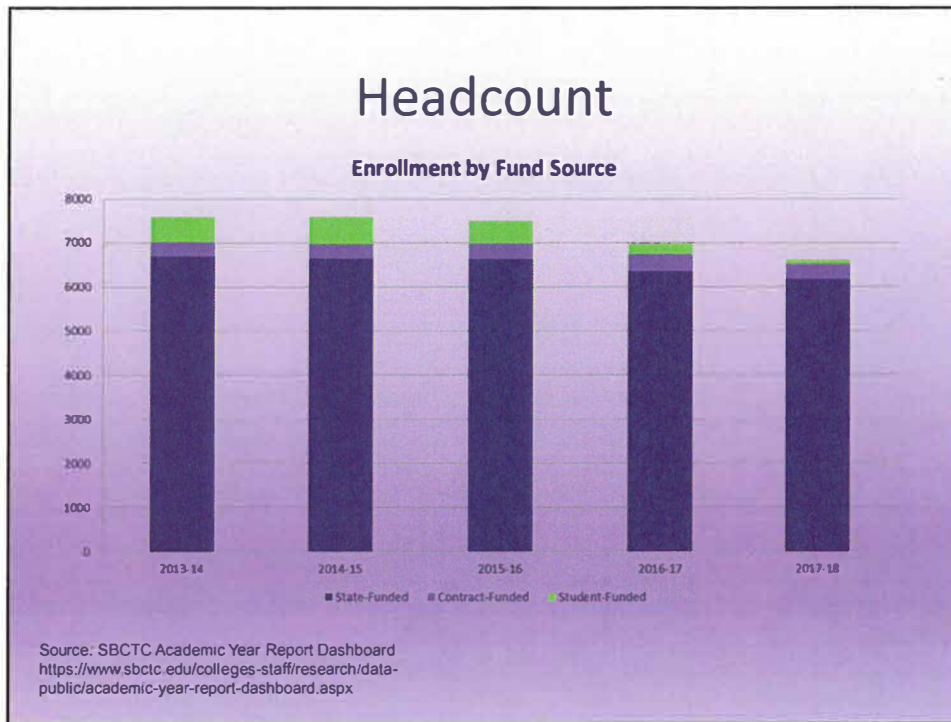
## 2017-2018 Academic Year Review



### CPTC Data Finals

- Enrollment Services submits data to the State Board
- They verify it and add some new information to it
- They return it to us to use as our final files
- Data available 1-2 months after quarter end
- State dashboard used for comparisons





## How is CPTC doing?

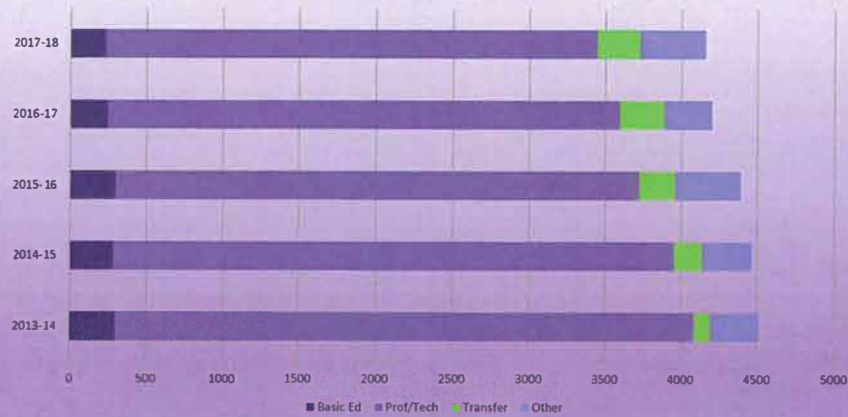
### Headcount by Fund Source

|                | State | Contract | Student |
|----------------|-------|----------|---------|
| State Average  | 71%   | 20%      | 16%     |
| Pierce Co.     | 77%   | 21%      | 8%      |
| Tech. Colleges | 87%   | 9%       | 7%      |
| CPTC           | 94%   | 5%       | 1%      |

Source: SBCTC Academic Year Report Dashboard  
<https://www.sbctc.edu/colleges-staff/research/data-public/academic-year-report-dashboard.aspx>

## Full Time Equivalents

FTEs by Student Intent



Source: SBCTC Academic Year Report Dashboard  
<https://www.sbctc.edu/colleges-staff/research/data-public/academic-year-report-dashboard.aspx>

## How is CPTC doing?

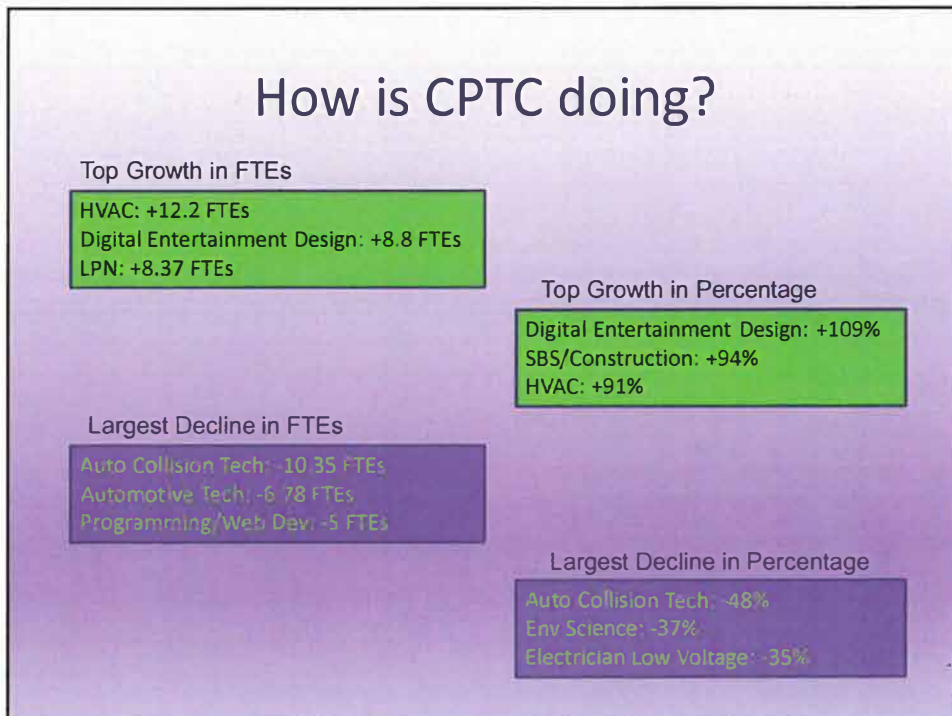
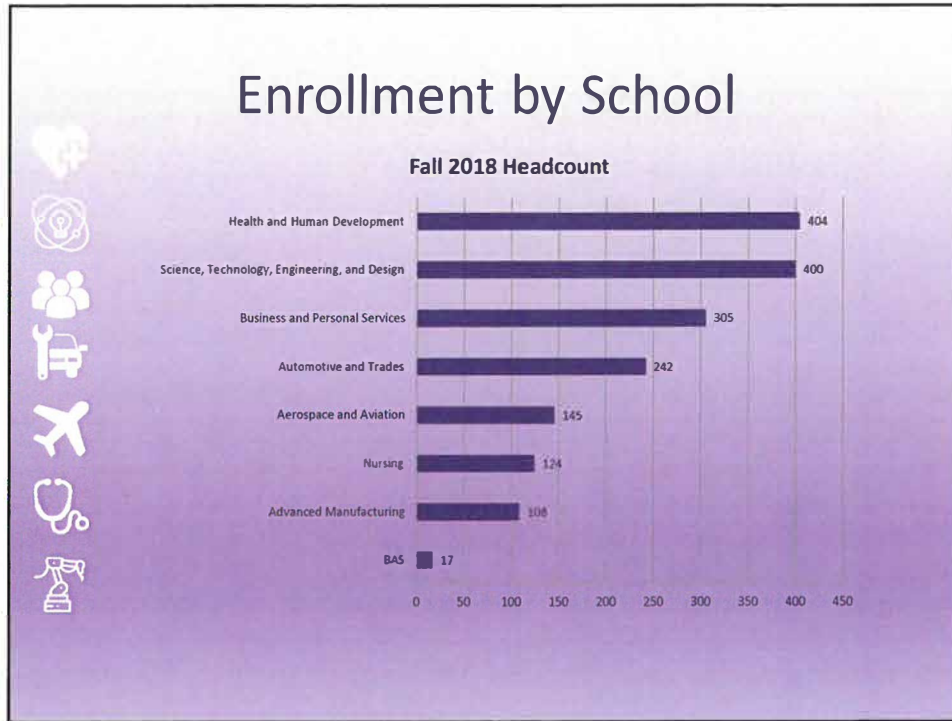
FTEs by Intent

|                | Basic Ed | Prof/Tech | Transfer | Other |
|----------------|----------|-----------|----------|-------|
| Tech. Colleges | 11.5%    | 72%       | 8%       | 8.5%  |
| CPTC           | 5%       | 77%       | 7%       | 10%   |

FTE Trends

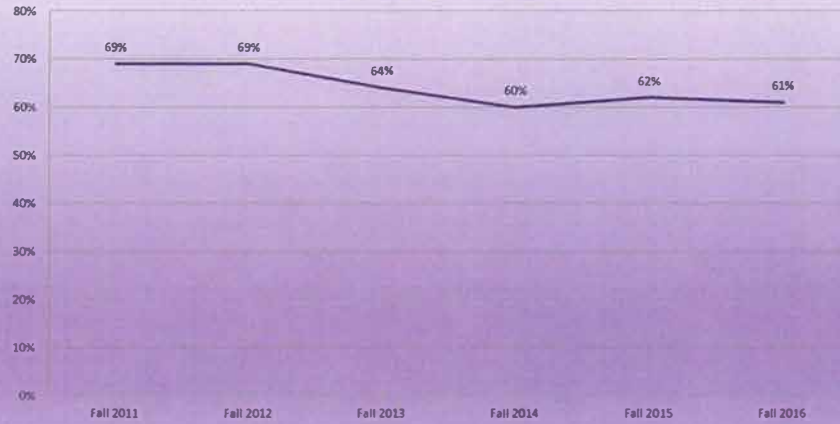
|                | 2016-17 | 2017-2018 | Difference |
|----------------|---------|-----------|------------|
| State          | 176,538 | 174,300   | -3%        |
| Pierce Co.     | 22,875  | 22,368    | -2.2%      |
| Tech. Colleges | 17,571  | 17,492    | -.45%      |
| CPTC           | 4,200   | 4,159     | -1%        |

Source: SBCTC Academic Year Report Dashboard  
<https://www.sbctc.edu/colleges-staff/research/data-public/academic-year-report-dashboard.aspx>



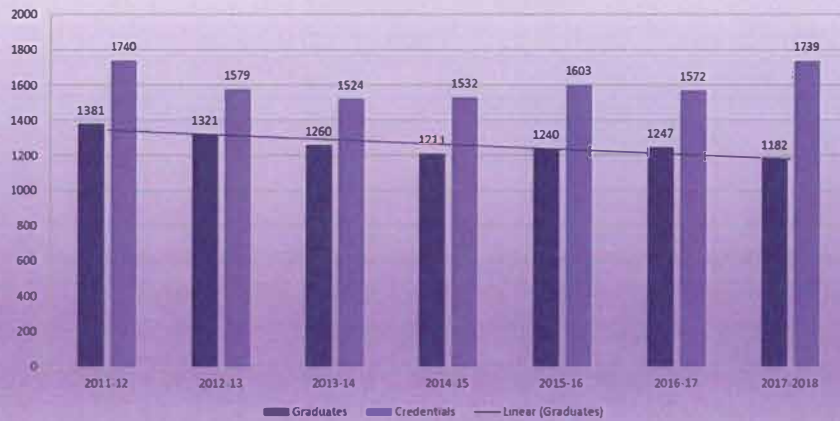
# Retention

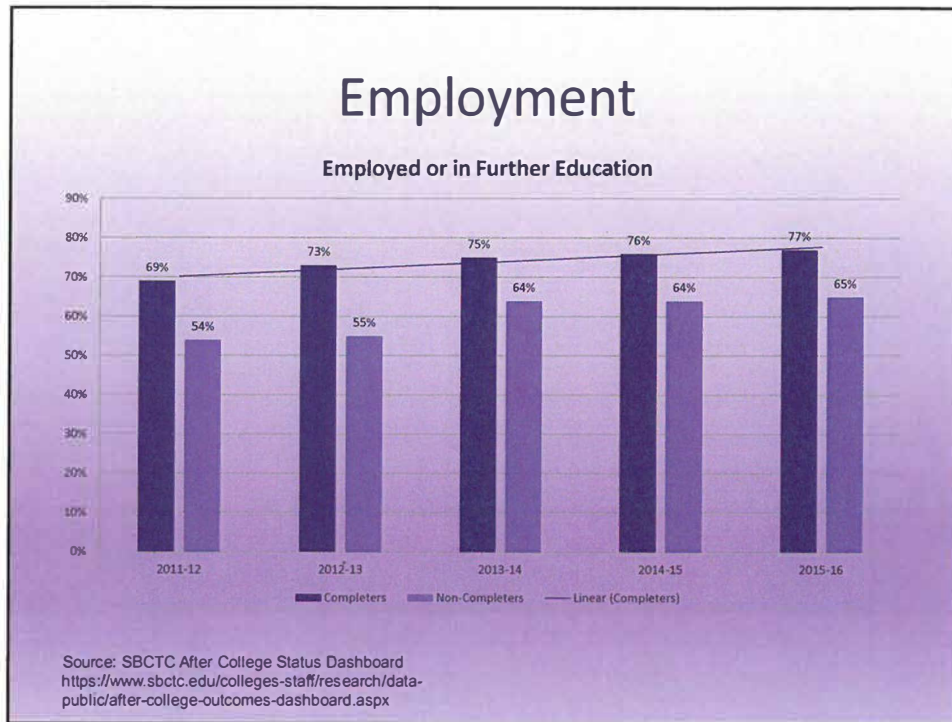
## Fall to Fall Retention



# Completions

## Graduates and Credentials





## How is CPTC doing?

|                | 2015-16 Employment or Continuing Ed |
|----------------|-------------------------------------|
| State Average  | 77%                                 |
| Pierce Co.     | 78%                                 |
| Tech. Colleges | 79%                                 |
| CPTC           | 77%                                 |

Source: SBCTC After College Status Dashboard  
<https://www.sbctc.edu/colleges-staff/research/data-public/after-college-outcomes-dashboard.aspx>