

Columbia Basin College  
Board of Trustees'  
Minutes  
January 14, 2013  
CBC Planetarium–4:00 p.m.

Members in attendance: Sherry Armijo, Kedrich Jackson, Enriqueta Mayuga, Sal Mendoza, Duke Mitchell

President Cummins, Secretary to the Board; Lupe Perez, Recording Secretary

Others in Attendance: Ty Beaver, Leonor de Maldonado, Mike Durst, Curt Freed, Camie Glatt, Mike Grinnell, Carol Groce, Kevin Hartze, Don Humphrey, Maddy Jeffs, Ty Jones, Nina Liebler, Roy Martinez, Bill McKay, Deborah Meadows, Joe Montgomery, Frank Murray, Gary Olson, Bob Rosselli, Bill Saraceno, Alice Schlegel, Susan Sparks, Mark Taff, Martin Valadez, Gabriela Whitemarsh, Meg Woods, Amanda Wysocki, Ruben Zecena

The Agenda	The Discussion	Action
Call to Order	Meeting called to order by Chair Mitchell at 4:00 p.m. <ul style="list-style-type: none"> <li>Chair Mitchell thanked everyone for attending meeting at Planetarium.</li> </ul>	
Agenda Changes	<ul style="list-style-type: none"> <li>Add Exec. Session: RCW 42.30.110(l)(g): To review the performance of a public employee.</li> </ul>	
Approval of Minutes	<ul style="list-style-type: none"> <li>December 10, 2012 Board of Trustees' Meeting</li> </ul>	<ul style="list-style-type: none"> <li>Trustee Mayuga moved and Trustee Mendoza seconded the motion to approve the December 10, 2012 minutes. Approved unanimously.</li> </ul>
Celebrating Excellence MLK "Spirit Award" winner	<u>Chair Mitchell</u> <ul style="list-style-type: none"> <li>Susan Sparks is the 2013 Martin Luther King Jr. Spirit Award winner. She has been the Principal at Ruth Livingston Elementary since 2000. She started her education career at Livingston in 1982 then moved into administration in 1999.</li> <li>She will be honored at the annual MLK Day ceremony at Columbia Basin College at noon on January 21.</li> <li>Ms. Sparks thanked everyone for the award which is very near and dear to her heart, as well as her family, and looks forward to attending the ceremony on Monday.</li> </ul>	
Linkage with Community Veterans Administration	<u>President Cummins</u> <ul style="list-style-type: none"> <li>Dr. Steve Malone is half time at CBC campus and half time at WSU-TC. CBC has been acknowledged nationally as a Vet friendly campus. Dr. Malone explained the many services offered to Veterans, including coaching and counseling. Feels all is going well here at CBC. Dr. Jan Cush from the Veterans Administration also thanked CBC for the support of its Veteran students. Depending on new state legislature, hope to be able to fund a full-time coordinator at CBC.</li> <li>Trustee Mitchell thanked Dr. Malone &amp; Dr. Cush for their presentation and services being offered to our Vets. This is certainly an avenue of creating mutual respect.</li> </ul>	



<p>AHE</p> <p>Classified Staff</p> <p>Board Members</p>	<p><u>Mark Taff</u></p> <ul style="list-style-type: none"> <li>No report.</li> </ul> <p><u>Carol Groce</u></p> <ul style="list-style-type: none"> <li>No report.</li> </ul> <p><u>Trustee Armijo</u></p> <ul style="list-style-type: none"> <li>No report.</li> <li>Glad to be in Planetarium for Board meeting</li> </ul> <p><u>Trustee Mayuga</u></p> <ul style="list-style-type: none"> <li>No report.</li> </ul> <p><u>Trustee Mendoza</u></p> <ul style="list-style-type: none"> <li>No report.</li> <li>Read articles in Tri City Herald – different innovations on enrollment and gathering information.</li> </ul> <p><u>Trustee Mitchell</u></p> <ul style="list-style-type: none"> <li>Great that CBC is sponsoring the January 25<sup>th</sup> skiing event. <ul style="list-style-type: none"> <li>Bob Rosselli – CBC Alumni &amp; Friends offers discounts for skiing events (including bus transportation). Just go to their website and see what they have to offer.</li> </ul> </li> </ul> <p><u>Trustee Mitchell</u></p> <p>Events:</p> <ul style="list-style-type: none"> <li>12/11/12 – Participated in a luncheon and CBC campus tour with Mr. Marty Brown of the Washington State Board of Community and Technical Colleges (SBCTC), and selected CBC senior leaders</li> <li>12/28/12 – Attended WSU Tri-Cities Advisory Council Monthly Meeting</li> <li>12/30/12 – Attended a CBC men’s basketball game</li> <li>1/5/13 – Attended CBC men’s and women’s basketball games</li> </ul>	
<p>Student Success</p> <p>“Big Data” initiative</p>	<p><u>President Cummins</u></p> <ul style="list-style-type: none"> <li>Gartner study</li> <li>Solve retention by personalizing instruction</li> <li>Ongoing: <ul style="list-style-type: none"> <li>Operational Data – Daily</li> <li>Dark Data – Archived</li> <li>Commercial/Public – Create data inventory</li> <li>Public Data</li> <li>Social Media</li> </ul> </li> </ul> <p>Key Findings:</p> <ul style="list-style-type: none"> <li>Big data has strong potential to amend one of higher education’s big problems – retention – by personalizing instruction and providing the student with information needed to stay on track to accomplish academic and career goals.</li> </ul> <p>Market Implications:</p> <ul style="list-style-type: none"> <li>Winners and losers in the big data scenario will be based on regulatory constraints and the ability to adapt curriculum, recruiting and new</li> </ul>	

	<p>government funding mechanisms.</p> <p>Recommendations:</p> <p>CIOs and other education leaders should:</p> <ul style="list-style-type: none"> <li>• Form the largest number of alliances with other education institutions as is practical to gain access to larger datasets, then identify those institutions that are a cultural fit and do not compete directly with their institutions.</li> <li>• Prepare to execute quickly based on conclusions derived from the data to gain a competitive advantage. The value is in action, not the possession of data.</li> <li>• Sharpen the institutional governance process. Build a more agile curriculum change process that can take advantage of big data conclusions.</li> <li>• Adopt a “digital first” strategy to establish the flexibility to change curriculum and pedagogy fast.</li> <li>• Embrace the big data movement. Embrace it to stay ahead of ensuing government regulations, to be flexible and to retain freedom.</li> </ul>	
<p>Reports</p> <p>Academic End State Monitoring Report</p>	<p><u>Curt Freed</u></p> <p>The performance of CBC on the Academic End State was evaluated by measuring outcomes on the five goals and their associated indicators. The main findings include:</p> <ul style="list-style-type: none"> <li>• Goal A: Students Demonstrate Progress. Fall-to-fall retention rates have reached the highest levels in 10 years and Hispanic retention rates have also risen. Student success rates on a sample of English courses were high, but success rates for math courses were generally low. Because of enrollment management decisions that influence the performance on the Student Achievement Initiative (SAI), points for this indicator were moderate.</li> <li>• Goal B: Effective Learning. Student ratings of achieving the Student Learning Outcomes (SLO), achieving educational and personal outcomes, and quality of CBC education were high.</li> <li>• Goal C: Effective Teaching. Student perceptions of classroom engagement and interactions with faculty were very positive. CBC had moderate performance in terms of percentage of courses taught by full-time, compared to part-time, faculty.</li> <li>• Goal D: Quality Educational Programs. The transfer rate for CBC students was moderate; performance at CWU following transfer was good. The favorite transfer baccalaureate was WSU Tri-Cities, followed by two online programs--the University of Phoenix and Western Governors University.</li> <li>• Goal E: Quality Support Programs. Students had generally positive perceptions of student support services and various aspects of the supportive learning environment at CBC. Over ¾ of student survey respondents felt they had been placed appropriately into math and English courses by the COMPASS placement test.</li> </ul>	

<p>Fiscal Indicators Report</p> <p>Olympia Update</p>	<p>After placing the indicator results into a Nichols’ table, CBC achieved 83 Performance Points, for an overall “B” level of performance. Poor math attainment by our students, coupled with a correlated depressed transfer rate, which is then rolled up with enrollment realities that affect our SAI performance, pull us down from the “A” level performance to which we aspire and which most other indicators attain.</p> <p>Curt thanked Joe Montgomery, Amanda Wysocki and Ty Jones for their work on report.</p> <p><u>Bill Saraceno</u></p> <ul style="list-style-type: none"> <li>• College is in great financial shape. <ul style="list-style-type: none"> <li>○ Transfer and Workforce up</li> </ul> </li> </ul> <p><u>President Cummins</u></p> <ul style="list-style-type: none"> <li>• Governor Gregoire is leaving office Wednesday</li> <li>• Released her 2013-15 Biennial operating budget proposal <ul style="list-style-type: none"> <li>○ No cuts are made to higher education</li> <li>○ To balance the shortfalls in the general fund as well as those created by the McCleary lawsuit, the Governor reduces funding to other state agencies and proposes multiple changes to taxes.</li> <li>○ Increased taxes are proposed for: Soda, Candy and Gum; Fuel (excise tax).</li> </ul> </li> <li>• Overall, the Governor’s request for the SBCTC increases FY 2014 and FY 2015 by 5.9% and 6.9% (respectively) over FY 2013 appropriated levels. The annual funding level for FY 2014 is \$612.5 million, while FY 2015 is \$624.6 million.</li> <li>• Will see what new Governor Inslee’s budget will be as he takes office.</li> </ul>	
<p>Discussion</p> <p>Veterans Monument</p> <p>TACTC conference</p>	<p><u>President Cummins</u></p> <ul style="list-style-type: none"> <li>• CBC Veteran’s group is requesting on campus monument. Suggested fund raising.</li> <li>• Met with Foundation office and they are willing to help raise funds.</li> <li>• Meet with Mr. Saraceno about concept, etc.</li> <li>• Board will eventually be asked to be able to name monument.</li> <li>• Asking Board of Trustees to consider Naming of Facilities.</li> </ul> <p><u>Trustee Mitchell</u></p> <ul style="list-style-type: none"> <li>• Trustee Mitchell, Trustee Jackson, and President Cummins are attending TACTC conference in Olympia on January 29-30, 2013.</li> <li>• Daphne Larios, Transforming Lives CBC nominee will attend dinner. Her nomination was not selected as a finalist, but feel she is a winner and is doing an outstanding job.</li> </ul>	<ul style="list-style-type: none"> <li>• Trustee Armijo moved and Trustee Mendoza seconded the motion to create a committee for the development of a Veterans Monument on CBC campus. Approved unanimously.</li> <li>• Bill Saraceno will chair committee.</li> </ul>

GISS Board Self-Evaluation	<u>Trustee Mitchell</u> <ul style="list-style-type: none"> <li>• Don't feel there is more to do on this at the present time.</li> <li>• Trustee Mendoza feels there are some "areas for improvement" in the self-assessment which require action.</li> </ul>	<ul style="list-style-type: none"> <li>• Will add to Summer Board retreat agenda.</li> </ul>
Public Comments	<ul style="list-style-type: none"> <li>• None</li> </ul>	
Executive Session	<ul style="list-style-type: none"> <li>• Exec. Session: RCW 42.30.110(l)(g): To review the performance of a public employee.</li> </ul>	<ul style="list-style-type: none"> <li>• 5:38 p.m. went into Executive Session</li> </ul>
Adjournment: 6:12 p.m.	Next Regular Meeting Beers Board Room February 11, 2013, 4:00 p.m.	lp

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David Mitchell, Chair