

MINUTES OF THE BOARD OF TRUSTEES MEETING  
COMMUNITY COLLEGE DISTRICT NO. 4  
SKAGIT VALLEY COLLEGE  
Tuesday, November 8, 2022  
4:30 p.m.

BOARD MEMBERS IN ATTENDANCE:

Ms. Megan Scott O'Bryan – Chair  
Ms. Mariko Doerner – Vice Chair  
Ms. Kathryn Bennett  
Mr. Ozell Jackson III  
Ms. Flora Perez-Lucatero  
Dr. Christopher Villa, President & Executive Secretary to the Board

I. CALL TO ORDER

The meeting was called to order at 4:34 p.m.

II. DECLARATION OF A QUORUM

The Chair, Megan Scott O'Bryan, recognized that a quorum of Board members was present.

III. INTRODUCTION OF GUESTS

Dr. Villa introduced Whidbey Island Campus ASSVC President Michelle Schuhlein.

IV. CONSENT AGENDA

1. Board Meeting Minutes – October 11, 2022
2. Skagit/Islands Head Start Report

It was moved by Flora Perez-Lucatero and seconded by Kathryn Bennett to approve the Consent Agenda as presented.

MOTION PASSED UNANIMOUSLY.

V. COLLEGE REPORTS

1. ASSVC – Michelle S.

The Whidbey Island Campus AASVC approved \$1,000 for the Nursing Club's Pinning Ceremony in December at the Oak Harbor Yacht Club. They also approved \$1,000 for the Office of Student Equity and Inclusion to host more events on campus.

Student Life is partnering with BeDA classes to celebrate Dia de los Muertos.

The coffee shop and Veteran's lounge is progressing, hoping to open on January 4, 2023, first day of Winter Quarter.

Leah Eberle and two students attended the National Association of Campus Activities in Spokane.

Mount Vernon ASSVC approved \$20,000 for emergency funds for students. They also approved \$16,500 to refurbish the Totem Pole in front of the Cardinal Center and replace the Orca carving by Ford Hall. Staff will work with artist Kevin Paul.

The Student and Technology Fee Committee is finalizing the timeline for decisions regarding 2022-2023 requests. The application to request funds closed October 31, 2022.

2. SVCFT – Kip Zwolenski

Kip updated the board regarding the Collective Bargaining Agreement.

3. WPEA – No report

4. President – Christopher Villa

The Core Theme Report – Equity in Access, was presented by Dr. Claire Peinado, Vice President of Student Services, and Allison Fernandez, Dean- Basic Education for Adults & English for Academic Purposes.

## Office of Advancement

### Foundation Update

- The Currents fall edition will be finalized soon, it will feature student stories including Silvia Herrera-Avila, Silvia is the Board's nominee for the Transforming Lives Award.

### Awards & Scholarships

- The ASSVC approved \$20,000 in Emergency & Childcare Funding for the current academic year.
  - The Student Success Center (the office who makes the awards) funded 105 students with \$85,000 in the first 30 days of fall quarter.
- The Foundation has finalized a new scholarship with the Harnish Auto Group/ Kia of Everett (2 - \$2,500) scholarships for an automotive tech student.
- New Endowments:
  - Jim Sr. and Glenda Hobbs Endowment
  - SVC Nursing Club Practicing Heroes Scholarship

### Events

- Upcoming Events:
  - SVC Foundation Board of Governors Holiday Social & card signing will be on December 7<sup>th</sup>, 4:30 pm in the Multipurpose Room on campus.
  - Athletic Auction will be on February 4<sup>th</sup> at the Swinomish Casino and Lodge. The committee is working on getting sponsorships and auction items.
  - Dr. Villa's Welcome Event (Whidbey Island) is scheduled for Tuesday, November 8<sup>th</sup>, 6:00 – 7:30 (after the Trustee meeting) in Oak Hall at the Whidbey Island Campus.

#### Campus View Village

- Currently is at full occupancy – winter quarter offers will be made in mid-November based on those leaving at quarter's end.
- Caitlin Millard's campus wide, "Why Pronouns Matter and Pronoun Button Making" event was successful and they have been invited to attend multiple CSS103 courses to present.
- Griffin Uchida is a newly appointed member of the Mount Vernon School District School Board.

#### External Community Relations

- Dr. Villa attended the Food & Farm Tour on Oct. 3<sup>rd</sup> with Dave Paul. Dave introduced Dr. Villa to state legislators, state and local agriculture leaders, and community officials visiting Skagit County.
- The College welcomed U.S. Representative Rick Larsen to the Mount Vernon Campus on Oct. 26<sup>th</sup>.
- Dave Paul and Dr. Villa met with Magi Aguilar (Executive Director of the Oak Harbor Chamber of Commerce) to discuss community needs, workforce training opportunities, and potential partnerships.

#### Advancement

- The first ever pumpkin contest was held on October 31 on the Whidbey and Mount Vernon campuses. It was a huge success; participants had a great time.
- Working with facilities to update all banners on the Mount Vernon campus.
- Designing new banners and updates for a digital sign at Whidbey Island campus.
- Establishing an Advancement presence on the Whidbey Island campus, working on brochure and promotional materials updates, signage, community relations programs and internal community building. We have established an office in Oak Hall to work 3-4 times a month, promoting advancement goals.

## Grants/October

- Entered into a partnership with NWESD 189 on a WSAC Regional Challenge Grant focused on expanding dual credit pathways and opportunities. Approved to apply.
- Explored a partnership invitation from WSU-Everett on the WSAC Regional Challenge, decided not to apply.

## Marketing and Communications

- Winter 2023 Enrollment Push:
  - Social Media (Facebook and Instagram) and Digital Display ad campaigns
  - Campaign will focus on:
    - General audience (Big Future. Small Price Tag., Go Big Stay Local, and College Can Cost Less)
    - BEdA
    - Latinx community
  - New outreach print materials:
    - Viewbook updated and reprinted
    - Programs of study one-pager
- BAS Marketing:
  - Sub-logos
  - General BAS marketing printed card
  - Digital cards for BASEC, BASAM, and BASAD
- Continuing and Community Education:
  - Winter digital and social media ad campaign
  - Winter e-newsletter
- Social media and on-campus promotional campaigns:
  - LGBTQ+ month events, Dias de Los Muertos events, new food truck: Wingz and Thingz, Automotive Training Day event.
- Master online calendar
- Brochures and promotional videos for multiple programs

## San Juan Center/Road Scholar

- Road Scholar completed the 2022 season hosting 749 participants in 822 seats (91% fill rate) across 27 different programs.
- Randy participated in special San Juan County Council meeting with WA State Ferry Advisory Committee to discuss current issues and concerns about ferry service and participated in “Responsible Outdoor Tourism Summit” conference.

## International

- Adrienne Hamann is in contract talks with Study in the USA and Keystone Academic for marketing and armchair recruitment.
- Adrienne is currently recruiting in Latin America.

## Office of Administrative Services

### Capital Projects

- Paving of Cardinal Center Parking Lot - In progress, should be completed soon.
- Conversion of L-114 from lab to offices and adding an emergency exit door to the HR suite. FORMA Bid received and approved – Contract awarded to FORMA.

### Operational Items

- Met with representatives of Skagit County Parks and Recreation, City of Mount Vernon, and Superintendent of MV School District on future use of wetlands that have been abated. No commitments from the College at this time.

### Security

- Conducted Great American Shakeout exercise on 20 October. Tested phone system notification process with 100% coverage.

### Bookstore

- Wingz and Thingz food truck starting food service on 1 Nov. Service available Monday through Thursday 10:00 am to 1:00 pm.
- Student kiosk outside bookstore expected to open 15 November (waiting for Health Department review).

### COVID Office

- Expecting to close out the Covid Coordinator position by the end of December as the Governor rescinds emergency orders. Function will transfer to security office.

## Office of Instruction

### People in the News

- This month a former INVEST student secured a job at Crumble Cookie in Burlington! The student shared that it was thanks to the INVEST program, which allowed her to co-enroll in

culinary courses, worked with her on writing a resume, and supported her to gain interview skills, that she was able to land her first job!

- INVEST is a comprehensive Post-Secondary Transition Program for individuals with intellectual disabilities, currently enrolled in local high schools until 21 years.

#### Community Partnerships: (new, or “newish” partnerships)

- BEdA is partnering with the Island County Juvenile Detention Center to offer open enrollment competency high school completion courses.
- BEdA is partnering with the Coupeville School District to offer credited English Language Acquisition courses on ground at the Coupeville Schools. These courses will be taught by SVC faculty.
- The Nursing Department was recently awarded \$800,000 from the SBCTC to purchase and develop a mobile simulation lab. The lab will include new state of the art simulation mannequins and allow us to provide health care training in rural and remote communities in our region.

#### Office of Student Services

- In partnership with the faculty union and Center for Participatory Excellence, SVC hosted an Advising Day on Monday, 10/31.

#### Intake & Processing

- The Intake Team is preparing an email campaign to reach out to Fall 2022 applicants who were admitted to the college but did not register for classes. The goal is to support them in registering for Winter 2023 quarter.
- Enrollment Services has adapted to the increasing need to provide services to support students seeking support in the evening. Enrollment Services front desk counter is now open until 7pm, Mondays and Tuesdays for the remainder of the calendar year.

#### Dual Credit

- The goal for the 2022-2023 year is to increase total articulated courses by at least 10%, from 44 courses to 50+ courses, and also to increase the number of high schools offering College in the High School courses. Dual Credit staff are offering four information sessions via zoom for high school faculty interested in articulating courses in our College in the High School program.
- Scheduling for Running Start recruitment and intake sessions to recruit for fall 2023 has begun! Intake sessions begin in March and include info sessions for high school guidance staff about the Running Start process, including changes this year to the Running Start Enrollment Verification Form.

## High School Recruitment

- The recruitment team has been busy! The team conducted career fairs and provided class presentations reaching approximately 750 potential students in 15 area high schools in October.
- On November 4<sup>th</sup> we hosted the Fall High School Partner Luncheon, the luncheon welcomed back our high school counselors and community partners after a two-year online hiatus during the pandemic.

## Automotive Training-Workforce Recruitment Highlights

- During the 2-day automotive training hosted by the Automotive program, the Outreach team provided information about SVC's workforce programs and other opportunities to 30+ community members that attended the training.

## Advising

- Winter Quarter Cardinal Take Off (CTOs)
  - CTOs are new student registration sessions. In considering student feedback, staffing limitations, and with an eye toward our intake redesign work, we are launching a new pilot of CTOs for this upcoming winter quarter.
  - We will host five in-person CTOs starting November 7, 2022, and ending January 3, 2023, that will accommodate 500 new Cardinals.
  - We will host five virtual CTOs starting November 18, 2022, and ending January 5, 2023, which will accommodate an unlimited number of new Cardinals.
  - This new approach requests participation from many Student Services departments including TRIO, CAMP, Workforce Grants, Counseling, Advising, BEdA, Enrollment Services, Student Life, and the Office of Student Equity and Inclusion.

## Athletics

- Volleyball - Finished 2<sup>nd</sup> place in the North Division and qualified for the NWAC championship tournament. They will be playing the 1<sup>st</sup> and 2<sup>nd</sup> round at Highline, they play Chemeketa on Friday.
- Women's Soccer - Finished 2<sup>nd</sup> and lost to Highline in the first round of the NWAC championship tournament.
- Men's Soccer - Finished 4<sup>th</sup> placed and missed the NWAC championship tournament by one game.

## Athletic Department

- The 1<sup>st</sup> annual Harvest Pickleball tournament occurred October 28-30. There were 311 competitors signed up to compete in this inaugural event. The event brought our community together on campus, and created additional resources for our college and student-athletes.

## Student Equity & Inclusion

- Diwali, in collaboration with the South Asian Student Club, was held on Oct 24<sup>th</sup>.
- Indigenous Peoples Heritage Month is in November and we have a wide variety of activities planned including a trip to the Tulalip Hibulb Center, ribbon skirt making and so much more! Many of these events will be in collaboration with the SVC First Nations Club.

## Workforce Grants

- Workforce Grants awarded students roughly \$210k in tuition and \$22k in books, supplies, and tools for fall quarter.

## TRIO Student Support Services

- Great start to the fall quarter with strong student enrollment into and participation in TRIO, thanks to promotion during CSS 103 courses (many faculty members participated and allowed us to take some class time to let students know about their support options). Currently, we have 190 students in the program and if we keep the same rate that we have in the last six weeks, we may meet our 230 capacities in winter quarter, which would be a record!
- A new development has been partnership with the CAMP program to serve their students with the same tutoring system. For TRIO records, we'll add CAMP students into our TRIO Student Access database and be ready to do outreach at the end of the students' first year, when they'll be exiting CAMP and ideally continuing to get support through TRIO.

## Student Support Programs

- Student Support Programs would like to highlight Justin Smock and Grace Vivanco for their unwavering support for our SVC students who utilize Disability Access Services (DAS). Their work is key in making sure our students are accommodated. In addition to that, this month was the Washington Association on Postsecondary Education and Disability (WAPED) Fall 2022 Conference that discussed student transitions, assistive technology, the ADA, and more. Justin Smock serves on the WAPED board and was instrumental in the success of this conference.

## Title IX

- We are launching anti-hazing courses for employees through [Get Inclusive](#), to meet compliance and prevention training requirements legislated through Sam's Law, beginning November 1, 2022.



## Office of Equity and Inclusion

- On Sunday, October 16<sup>th</sup> we hosted, in partnership with Seattle Latino Festival and Mexican Consulate, the film screening- Oaxacalifornia. This was a partnership with office of recruitment and outreach and CAMP to expose the community to the arts as well as engage our migrant and farm working community. The film attracted about 40 individuals and the film held a panel discussion on the film along with the Director of the Seattle Latino Festival.
- On Saturday, October 29<sup>th</sup>, we hosted our third annual Escuela de Padres where 20 parents came together to start their college course on leadership, advocacy and learning about the US educational system from facilitator Diana Peregrina. Parents were engaged and enthusiastic about starting their college education at SVC. Escuela de Padres has now had over 100 parents participate and based on demand, we have a second course during winter quarter that parents enroll in with teacher- Claudia Avendano Ibarra where it focuses leadership and advocacy but with an equity lens.

## HACU

### Key Takeaways

- The need to (1) advocate for more professional development opportunities for Latinx professionals in higher education, particularly for those who seek administrative positions such as Dean, Vice President, and President (2) advocate for more HSI funding in Washington D.C by supporting government relations efforts to do so and (3) partner more assertively with the USDA in order to secure funding for our SVC students, particularly those from a migrant background.

## VI. BOARD OF TRUSTEES/ACT

Mariko Doerner, liaison for the SVC Foundation Board of Governors, shared a few highlights from the October meeting. Also discussed the need for more staffing for the Head Start Program.

## VII. PUBLIC COMMENT

No requests were submitted.

## VIII. NEXT REGULAR MEETING

December 13, 2022, 4:30 pm, Mount Vernon Campus

IX.. EXECUTIVE SESSION

The Chair announced that the Board would convene into Executive Session in order to review the performance of a public employee. She stated that she anticipated the Executive Session would take 15 minutes and that the Board does not intend to take action when they returned to open session.

Convened into Executive Session at 5:45 pm

X. OPEN SESSION

The Chair reconvened the meeting into open session at 6:09 p.m.

XI. ADJOURNMENT

There being no further business, the meeting was adjourned at 6:09 p.m.

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Megan Scott O'Bryan, Vice Chair

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Dr. Christopher Villa, President  
Executive Secretary to the Board