



## Words from Willis



2004-05 TACTC President,  
**Beth Willis** - Pierce College

A little over a year ago a Central Washington University trustee convened a group of four year-and two year-trustees to discuss some political issues impacting all of higher education. I have attended most of those meetings. At times I left discouraged as I felt they were patronizing and didn't understand the role and mission of our two year colleges. At other times I was encouraged that we were breaking down some communications barriers. The four-year trustees and regents do not have a history of meeting jointly. Now the four-year trustees and regents have started meeting with one another on a regular basis. This is new to them. I recently attended one of the "Joint Governing Board" meetings as a regular member of the group rather than an invited guest and will attend another one on September 14. Our agreed upon proposed "Purpose Statement" includes:

- *To inform and educate Regents and Trustees about Trusteeship and state-wide issues affecting higher education in general;*
- *To actively engage Regents and Trustees in advocacy on policy issues affecting public higher education;*
- *To establish a regular, informal liaison between Regents and Trustees and representatives of the volunteer leadership of the community and technical college system;*
- *To build stronger ties among the volunteer leadership of the four-year schools and between those individuals and others in the community who care about higher education;*
- *To organize an annual meeting of all Regents and Trustees and representatives of the community and technical college system to share information and strengthen linkages among the institutions.*

Sound familiar? We should send our thanks to the trustees who formed TACTC 36 years ago. They had the foresight to build an organization that would strengthen our system as well as our individual college districts.

## Celebrating Success!

I would like to highlight the great accomplishments of trustees, students, and college employees in our system. Please let us know of the good things good people are doing. This month we send our congratulations to:

**Frank Irigon**, a Renton Technical College trustee, was a pledged Kerry delegate at the National Democrat Convention in Boston. He was part of one of the largest contingents of Asian and Pacific American delegates in Democratic convention history. There were 204. Frank said: "Democracy only works when we as citizens keep ourselves informed, participate actively with our party of choice, and exercise our right to vote. As a child of immigrants, I was deeply honored to be a delegate."

**David A. Neumann**, one of Pierce College's outstanding students, was selected to receive a Presidential Scholarship at St. John's University. This full-tuition scholarship will allow him to complete the bachelor's degree in English at their Queens Campus in New York City. David is one of only three transfer students to earn this prestigious scholarship. Students awarded a Presidential Scholarship exemplify the principles of academic excellence, a high degree of motivation, and a sincere appreciation for learning.



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## TACTC Executive Committee Retreat

The TACTC Executive Committee members gathered on August 8 and 9 for their annual retreat. The retreat is when the next Executive Committee organizes itself for the upcoming year. It's a mixture of getting to know one another, hard work and team building.

The retreat was held at Semiahmoo, which is the site for TACTC's annual convention in May 2005, hosted by Bellingham Technical College trustees. The sleeping rooms were lovely, the meeting rooms were elegant, the food was outstanding, and the water and mountain views spectacular. Without a doubt, Semiahmoo will be a terrific location for our TACTC convention. Make your plans ahead of time and get the best accommodations!



2004-05 TACTC Executive Committee: **Elizabeth Chen, Ronnie Behnke, Frank DeVaul, Helen Malone, Beth Willis, Cindy Hough and Erin Brown.** (Camera shy, but also in attendance were: **Larry Brown, Gene Chase and Jim Robinson**)



The reward at the end of the day was the view from our meeting room!

The business agenda included completing the trustee assignments to TACTC's committees. A copy of TACTC committees is included as an insert in this mailing. Special thanks to each person serving on a committee this year for making TACTC a better organization. The TACTC officers set the dates for the next Board of Directors' meeting (mark your calendar for **Friday, November 5**), and they started the process of formalizing the way the \$3,100 for scholarships will be distributed to students. The money was raised at the May Convention during the dinner auction.

The TACTC officers are off to a good start!

## WACTC Retreat by Beth Willis

WACTC (as a reminder to all new trustees, "WACTC" stands for Washington Association of Community and Technical Colleges, which is the presidents' group) held its annual retreat at Alderbrook on Hood Canal. **Jim Robinson**, Olympic College trustee and chair of SMART, joined me for the presidents' academy on the second day of the retreat. Public information officers were also invited to participate in the academy.

The academy was dedicated to hearing about the work done by two consultants on communications plans and system-wide messages. **Doug Gould**, a communications consultant with the Ford Foundation Community Colleges Bridges to Opportunity grant gave a PowerPoint presentation on his findings about community and technical colleges. It's hard to boil a very good two-hour presentation into a few lines, but in essence Doug said the two-year college image is fragmented (people don't know the full community and technical story – they only know about the service they have received) and local.

According to Doug, the word which best describes our colleges' major value is "opportunity". The strengths are "affordability" and "quality academics". The identified weakness is a perceived stigma that students may not be academically qualified. Doug also spent time talking about the various audiences to reach and what type of "ask" you want for each audience.

**Jennifer Purcell**, of Market Research Services, conducted focus groups across the state to test messages and impressions. Jennifer gave the findings of her work at WACTC. She also found the word "opportunity" worked well.

Both Doug's and Jennifer's full reports will be used by the Public Information Commission as they finalize the system's communications plan and legislative messages.



Olympic College & WACTC President **David Mitchell**, with **Beth Willis** and **Jim Robinson** at the WACTC Retreat in July.

## Legislative Steering Committee Report by Gene Chase



**Gene Chase,**  
Legislative Steering  
Committee Chair

TACTC's Legislative Steering Committee consists of one trustee representative from each college district and the TACTC Executive Committee. On August 17, twenty-three of the Steering Committee members gathered to hear about the operating and capital budget proposals and to discuss a variety of proposed policy initiatives. At the end of the day the Legislative Steering Committee members voted to recommend the following be included in TACTC's legislative package:

- Operating budget (access, compensation, and facilities maintenance & operations)
- Capital budget
- Retain interest earnings in the tuition building fee account
- Budget language for the technical college building fees
- Altering the student progress policy
- Presidential compensation parity

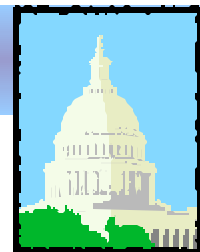
This package will be forwarded to the full membership for adoption at our Legislative Plenary Session on September 29. Your trustee representatives will then take our package to the system's Joint Legislative Committee (JLC). The JLC will consider proposals from TACTC, WACTC, the faculty unions and the State Board staff. The JLC members will then forward a consolidated request package on to the State Board for adoption as the system's legislative request.



I want to extend my appreciation to **Gary Livingston**, Chancellor of the Spokane District, **David Mitchell**, President of Olympic College, **Suzy Ames**, Director of Communications at Cascadia Community College, **Mary Alice Grobins**, State Board Director of Financial Services, **Lorna Sutton**, State Board Director of Communications, **Jim Robinson**, Olympic College trustee and **Linda Sprenger**, former Green River trustee. They all made excellent presentations at the meeting.

I also want to thank the trustees who took the time to attend. Thank you for your questions and your contributions. I think we had some good, productive discussions!

## Legislative Plenary Session



Each year TACTC hosts three major gatherings for all trustees. The first major event for this year is the Legislative Plenary Session, which will be held at the Tukwila Embassy Suites on Wednesday, September 29, 2004. The purpose of this session is for trustees to prepare for the 2005 legislative session.

The gubernatorial candidates have been invited to speak. The trustees will have an opportunity to adopt their legislative request package and to fine-tune their legislative messages. There also will be educational sessions on issues surrounding transfer, articulation and baccalaureate production in the state of Washington.

Registration information has been sent to all of the college presidents' assistants. Trustees are encouraged – urged – to attend!

## Celebrating Success!

Cheers to seven World Trade Center Tacoma Interns for their involvement and success in launching the World Trade Center Tacoma's new Connect Project! Connect is a web-development program offering small to medium sized companies the chance to advance international trade opportunities through global presence on the Internet. The World Trade Center Tacoma Interns are **Justin Britten**, **Kimberly Dube**, **Carol Houston**, **Steven Long**, **Susan Snyder** (all students from Highline Community College), and recent graduates, **Matthew Tedesco** (University of Washington) and **Darren Brewster** (Pierce College and son of new Grays Harbor President **Ed Brewster**—see next page!). Collectively these students have worked as a team this past summer to provide professional marketing materials, development of the Connect project and consultation of ten new company websites which will launch on the Internet August 27, 2004.

## New Trustees

Governor Locke announced the appointment of several new trustees. Please welcome:



- **Dr. Enriqueta Mayuga**, Columbia Basin, replacing Josie Wannarachue
- **Rebecca Chaffee**, Grays Harbor, replacing Kathleen Quigg
- **Jane Stein**, Lake Washington Technical College, replacing Jean-Ann Bacheldor
- **Gidget Terpstra**, Shoreline Community College, replacing Sarah Phillips
- **Barbara Clarkson**, South Puget Sound Community College, replacing Teri Murphy
- **Barbara Rofkar**, Whatcom Community College, replacing Teri Treat
- **Patricia Whitefoot**, Yakima Valley Community College, replacing Elmer Ward

The New Trustee Orientation will be held at the Tukwila Embassy Suites on Tuesday, September 28, 2004. All new trustees, and their presidents, are encouraged to attend.

## New College Presidents



***Dr. Edward J. Brewster***

In July the Grays Harbor trustees appointed Dr. Ed Brewster as their new president. Prior to this position, Ed had been at Pierce College since 1986, where he served as the Executive Vice President of Extended Learning; the Executive Dean of Student Services; the Dean of Continuing Education; the Associate Dean for Contracted Programs and the Director of ABE. Ed replaces Jewell Manspeaker, who retired in June.

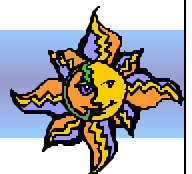


***Dr. Brinton Sprague***

Starting in September Dr. Brinton Sprague will become Cascadia Community College's interim president. Brinton was Cascadia's vice president for student learning before retiring in 2002. He is a former vice president for education services for Skagit Valley College and also has served as division chair and director for North Seattle Community College.

Brinton replaces Dr. Victoria Munoz Richart, who left to accept a position as head of MiraCosta Community College in Oceanside, California. The Cascadia board is beginning the process of putting together a presidential search to select a permanent president.

## Calendar of Events



<b>September 28, 2004</b>	TACTC New Trustee Orientation, Tukwila
<b>September 29, 2004</b>	TACTC Legislative Plenary Session, Tukwila
<b>October 6 - 9, 2004</b>	<b>ACCT Regional Meeting, New Orleans, LA</b>
<b>November 5, 2004</b>	TACTC Board of Directors/Legislative Steering Committee Meeting, Renton
<b>February 14-16, 2005</b>	ACCT Legislative Summit, Washington, D.C.
<b>February 27, 2005</b>	TACTC New Trustee Orientation, Olympia
<b>February 27-March 1, 2005</b>	TACTC Legislative Contact Conference, Olympia
<b>May 19-21, 2005</b>	TACTC Continuing Education Session, Semiahmoo Resort