

**Joint Meeting of the TACTC Board of Directors  
and Legislative Steering Committee  
9:00 a.m., Friday, April 22, 2005  
Renton Technical College, C-111**

**Call to Order:** TACTC President, Beth Willis called the meeting to order at 9:08 a.m.

**In Attendance:**

Karen Seinfeld, Bates  
Ruthann Kurose, Bellevue  
Sheryl Hershey, Bellingham  
Felix Ramon, Big Bend  
Roy Wilkinson, Cascadia  
Alison Sing, Edmonds  
Mauri Moore, Edmonds  
Gene Chase, Everett  
Larry Brown, Green River  
Michael Allan, Highline  
Mike Emerson, Highline  
Lyle Lovingfoss, Lower Columbia  
Jim Robinson, Olympic  
Beth Willis, Pierce  
Jim Dawson, Pierce  
Ronnie Behnke, Renton  
Diana Postlewait, Renton  
Frank Irigon, Renton  
Barbara Clarkson, South Puget Sound

Helen Malone, Spokane  
Carol Landa-McVicker, Spokane  
Jon McFarland, Walla Walla  
Mary Grant Tompkins, Walla Walla

Guests:  
David Mitchell, Olympic  
Tom Koenninger, State Board  
Reuven Carlyle, State Board  
Karen Miller, Former Edmonds Trustee  
Don Bressler, Renton

SBCTC Staff:  
Cindy Hough  
Holly Longo  
Suzy Ames  
Earl Hale  
Sandy Wall  
Jan Yoshiwara

**Welcome and Introductions:** Beth Willis welcomed everyone and explained the purpose of the joint meeting of the Board of Directors and Legislative Steering Committee. Talks about Renton Technical facility and introduces Don Bressler. Don welcomes the team and talks about the programs and campus.

**Approval of Minutes:** TACTC Secretary, Ronnie Behnke presented the minutes from the November 5, 2004 Joint Meeting of the Board of Directors and Legislative Steering Committee and asked for any changes or suggestions. Larry Brown moved to accept the minutes as presented. Alison seconded the motion. **Motion Passed.**

**Treasurer's Report:** TACTC Administrator, Cindy Hough on behalf of the TACTC Treasurer, presented the treasurer's report and stated the budget had some over expenditures. Largest expenditure was the Executive Committee travel for the annual retreat which is usually held in June reflecting in last years budget, but was held in July reflecting in this year's budget. Which came in at a higher expense then anticipated. Also the Executive Committee was very active last year and had several Executive Committee meetings. Reserve accounts TACTC has \$30,000 and SMART (i.e. Creating Opportunities), you've been putting \$10,000/year for 2 years and then \$13,000 this year. The attempt is to build it up for four years and then pay for the Public Opinion Survey. Beth moved to receive and file. Mike Emerson, seconded the motion. **Motion passed.**

**Budget and Finance:** Felix Ramon, Big Bend on behalf of the TACTC Treasurer, presented the 2005-2006 proposed budget. Increases in the budget are \$6,000 for the ACCT Congress, \$1,000 for each travel line item and \$15,000 for Creating Opportunities that Jim and Suzy will explain in detail later on the agenda. The Committee also recommends increasing the FTE 's from .50 to .55 per student, which would create \$85,734.30 in income. The committee approved to follow IRS's process in requiring receipts for anything over \$25 versus our requirement of anything over \$5.

**Creating Opportunities Report:** Creating Opportunities Chair, Jim Robinson and SBCTC Communications Director, Suzy Ames presented the Creating Opportunities Budget Proposal 2005-2006. Beth requested all printed material reflect SMART's new title as Creating Opportunities. This proposal is the first step into really institutionalize the statewide communication plan throughout our system. The intent of the state wide communications plan is to build awareness amongst what we call the thinking-talking public and this phrase came to use from Doug Gould, the communications expert whose been working with us for the past couple years. The concept is based on developing a series of marketing tools the individual communication directors at each individual campus can incorporate into your college marketing plan. It's not meant to replace what you're currently doing, but in addition to. It's not meant to recruit students, individual campuses do that, but in conjunction with, so as your recruiting students also saying the message to the community about the power of all 34 of us and what the system brings to the state. Our first proposal is developing a comprehensive creative. The second item is to produce three 30 minute news programs to highlight activities and issues surrounding our two-year colleges. The third piece is a 30 second radio ad, again to promote the power of the colleges. The last item is printed materials, which could be a wide range of publications. This is where we'd like to go in the next fiscal year, we think it would do great strides in getting this plan systemized throughout our colleges and the opportunities in the future are really endless on where we can take this plan. Beth – Motion to take a general statement from the trustees and present it at the most appropriate time. Jim seconded the motion. **Motion passed.**

**Nominating Committee:** Will take forward Jim Robinson as President-Elect, Gene Chase as Treasurer and Wayne Martin as Secretary for your review. Action will be taken in May.

**2005 ACCT Congress Update:** ACCT has changed the terminology from Convention to Congress. Things have started to heat-up a little bit, Alvin Major is the ACCT employee who is doing fundraising trying help us out to support the big reception which will cost about \$60,000, it is a little bit more then the \$6,000 that we put in our budget. They are going to try and raise about \$200,000 for the entire convention, \$60,000 of which will be for the reception. They've had some successes from companies coming up with very nice donations, Barnes & Nobel and Premiera Blue Cross are a couple. Starbucks, Boeing, Microsoft, Amazon and Weyerhaeuser have all declined. They have talked with the Seattle District about college tours. One is their Merritime Program, which is year around enrollment and the other is the Chinese Garden at Seattle South. National speakers, Saturday would be Edward Olmos (Hispanic actor), Thomas Dolan (President Xerox Global Services), and Thomas Parham (University of California, Irvine).

**Legislative Update:** Gene Chase suggested when session finishes sending a thank you note to your legislator for all they have done. Earl Hale stated the capital budget came out and it was okay. Big overview of what happened in the legislature. Supply and demand trade off on higher ed vs. state services, gas tax, estate tax, capital budget, additional \$160M back into the prisons, we get nipped a little, not much impact, it had on us \$450M on capital budget. Policy – do we need more baccalaureate policies? A year ago, we decided to put in some system effort, our objective was to complicate the issue, send the message it's harder to complete than expected which generated HB 1794. The Governor will be signing HB 1794 on May 4, 2005. We sent the message we had the right subjects on our request and didn't move them around which kept our credibility with the legislators. Credibility is a fragile thing and we don't want to mess that up.

**WACTC Report:** WACTC President, David Mitchell gave a debriefing on how well they did towards their WACTC goals for 2004-05:

- ★ Improve employee compensation.
- ★ Provide additional student access to community & technical colleges.
  - Increase student access to upper-division curriculum and baccalaureate program, analyze the array of options to increase capacity, and re-enforce the role that community and technical colleges play in producing baccalaureate degree earners.
  - Improve the funding of basic skills and encourage the integration of basic skills and literacy programs with Workforce Development programs.
- ★ Improve the state's investment in its capital facilities and increase the physical capacity of the system to meet the needs of the increasing number of students seeking access.

Continue strengthening our partnerships with K-12 and the four-year institutions. Develop clear and effective messages that convey our priorities to policy makers and legislators. Implement the CTC system's strategic position document on key policy issues – Opportunity, Education and Washington's Economic Future.

**State Board Report:** Tom Koenninger introduces the newest State Board Member, Reuven Carlyle. Reuven thanked Tom and expressed how excited it is to be part of the program and process. Tom stated a 1/3 of the State Board members are new Reuven Carlyle, Lyle Quasim and Jim Bricker. Only 10-11 students have applied for the WELA program. What can we do to recruit more people? These applicants are detailed on what they want to do and achieve, TACTC can help.

The State Board has been making some tweaks in the bylaws. They have elected Jim Garrison as the new State Board Chairman to succeed Tom. Beth presented Tom with a mug and hugs.

Earl supports the WELA program and encourages the trustees to talk about this with your presidents...good program.

Sheryl Hershey suggested changing the system to add a merit system for the presidents to give them incentives to stay in Washington. Instead of the colleges putting them through WELA, they get their presidency in a college for 3 years, then they leave to go somewhere else that offers them more money.

**CTC Bachelors Degree:** Jan Yoshiwara gave a briefing on HB 1794 and the process they went through with the legislature. Mike Emerson stated this is the opportunity for the HECB to step up and take some responsibility. Jan said the HECB is struggling with what their plan is. They didn't put into their plan how they are going to support this plan. They are two separate items on the bill:

1. Piloting baccalaureate degrees – do it yourself
2. Bring your programs to their campus

Some of the universities are taking money from their own universities to fund this program. Some have been successful, some have not.

Jan went through the members on the CTC Bachelors Degrees Task Force. This team develops the criteria for the pilot degree programs, proposes a selection process and a timeline compatible with accreditation and HECB degree approval process. They do not decide which colleges will participate in the pilot programs.

Ruthann Kurose recommends TACTC take motion on the purpose of this task force is to identify criteria and a selection process for recommending pilot projects to the State Board. Jim seconded the motion. **Motion passed.**

**May Convention:** Governor Christine Gregoire will be speaking Thursday, May 19, to kick-off our convention, please be on time and attend so that we have a full room. Policy governance will be discussed. ACCT used to do this, but they have backed off with all the new trustees and presidents. It's a subject that needs to be discussed. Friday, May 20, we'll have a student panel. If you have a student to share, please let Cindy Hough know. Saturday, May 21, Senator Maria Cantwell's Higher Education Director will join us for a Congressional Update. Then a wonderful wrap-up Saturday afternoon at Bellingham Technical College for the Welding Rodeo – yee haw!!

2006 May Convention will be at Alderbrook Resort hosted by Olympic College. Spokane volunteered for 2007.

**Adjournment:** The meeting adjourned at 1:45 p.m.