



# ACTION

## MT. HOOD COMMUNITY COLLEGE DISTRICT BOARD OF EDUCATION

**DATE:** *April 12, 2017*

**ITEM TITLE:** 6.2b

**CONTACT PERSON:** *Carrie Toth, Board of Education Relations*

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### SUBJECT: APPROVAL OF RETREAT MINUTES

#### Session #931

A retreat of the Mt. Hood Community College District Board of Education was held on March 11, 2017 at 9:00 a.m. in the Board Room at Mt. Hood Community College, 26000 S.E. Stark Street, Gresham, Oregon.

#### CALL TO ORDER/DECLARATION OF A QUORUM

Board Members in attendance: Susie Jones (Chair), Jim Zordich (Vice Chair), Teena Ainslie, Sonny Yellott, Kenney Polson, Michael Calcagno, Tamie Arnold

A meeting of the MHCC District Board was called to order at 9:10 p.m. A quorum was present.

Derr introduced Craig Kolins, who will begin on March 30<sup>th</sup> as the College's Chief of Staff.

#### INFORMATION AND REPORTS

##### PROJECT PROTO

Derr introduced the "Big Idea" concept, where she shares an innovative plan happening at the College. Adam Reid is a community entrepreneur and works to engage youth in entrepreneurial ideas. The College has been engaged in his Project Proto.

He has been involved in youth entrepreneurship for about 15 years and has worked with Jarrod Hogue and Kedma Ough, who approached him to launch a program for East County youth through the College and SBDC. He provided the group's manifesto and gave an overview of the idea. Students entering the program go through an ideation phase and come up with ideas. They then test

their idea and gauge the response, then continue to develop their products. He gave examples of an ice cream product, a drumming device, food products, and research methods. They've launched about two dozen companies, and the program continues to expand. Any students in the MHCC district are eligible - [projectproto.com](http://projectproto.com)

## GO BOND

Al Sigala and Bruce Battle attended to lead a discussion on the GO Bond efforts.

Sigala discussed the funds left in the PAC. Jones asked what the election cost would be; Sigala responded that he does not yet know, but it will be several thousand dollars. Jones asked what the cost would be for mailing; the PAC does not have the funds to mail our entire district. Calcagno clarified the PAC budget vs. the College's communication budget, which can be used for informational mailings. Battle distributed a strategic messaging plan, hitting as many key messages as possible, and some sample mailings that will go out to the community.

Ainslie asked about the concerns of the "no" voters; Derr responded that we have tried to incorporate that feedback into some of the messaging. Battle shared information sheets that will also be delivered to the community, as well as in local media and on the web. He also showed additional information that is currently being distributed to the community. Derr noted that the marketing budget has been expanded to help get information on the College out.

Arnold asked about the most effective ways of advertising; she has concerns about newspaper ads. Derr responded that it is still a targeted audience, but our primary focus is digital. Calcagno suggested a letter as a personal appeal to a specific person, rather than a postcard, and providing more specific information regarding the bond itself. Derr responded that he is correct, but that was our strategy last time, and we were not successful; getting information out on the college will help us in the long run. Battle will make some changes based on the board's feedback.

Polson stated that the board will need to play a significant role on the ground getting the word out. Jones noted that we also need to focus on our "yes" voters. Polson shared the strategies that were successful in his own campaign for the board seat. Jones asked who would help with work ASG; Polson and Arnold will work with them. She also suggested a website box that pops up on our site, or something that makes people who visit our website engage with the bond info. Calcagno suggested a rendering of the Advanced Technology Center, with a one-time pop-up message. He requested further information on our website use. Derr will follow up on the website suggestions. Jones, Derr, and others will continue to meet with local school boards and organizations. Derr will provide enrollment information for students from different school districts. Arnold suggested leaving a list of "Call to Action" items for boards and city councils: press releases, website updates, instructions for specific counselors, etc. with a timeline.

Polson suggested dividing work by zones and suggested mailings and yard signs in English and Spanish. He recommended strategies that were successful for his campaign and stressed the importance of appealing to the Latino community and including Spanish language. Zordich suggested legislative town halls. Arnold suggested that board members attend town halls of their

own, with at-large members attending others – it would be a strategy for the future to continue communicating with the community.

Arnold suggested a small graphic for board members who use on their social media. Yellott reiterated the need for community engagement. Tambi Boyle noted that the Integrated Media faculty volunteered its time; Jones will assist.

## OREGON SOLUTIONS

Derr will provide an electronic update on the Oregon Solutions project, for the sake of time.

## BUDGET

Derr and DeMent presented on the budget forecast. Derr noted that the College is working toward a three-year budget planning process. The goal today is to get the board's perspective on what options it supports and does not support. Specifically, would the board support dropping below the 5% reserve, to 3-4%, with a recovery plan? The consensus of the board was "yes." Derr asked whether or not the board is comfortable with a proposed tuition increase, while keeping the tuition pledge. The majority of the board responded yes – they are reluctant to do so but understand the current budget situation necessitates some action on their part.

## POLICY GOVERNANCE

Jones distributed the most recent version of the policy governance manual, as well as a sample calendar. Jones stated that this type of model was attempting to solve the problem of loosely connected board policies by implementing an outcomes-based policy. The model sets expectations and goals. Derr stated that it means the direction to the President is very clear, and it ultimately clarifies the role of the board. She believes it gives the institution clear direction and keeps the board from dropping into operational-level items.

Jones stated that it is the recommendation of the committee to adopt the manual. Board members reviewed the draft. Jones wanted to talk conceptually about the project – where is the rest of the board?

Yellott appreciates the work that went into the project, but he objects to some of the specific items. Jones reiterated that the question is not about specific items at this point; it is about the direction the board is taking.

Calcagno asked whether some or most of what is there is already in policy. Jones said that yes, much is from our college policies, and other parts are from other policy governance manuals. Calcagno responded that, conceptually, he supports the idea; he would like to see what exactly is being taken out or put in and moving to the purview of the President. He likes the draft and the concept. Arnold agreed that she would like to see the differences. Calcagno asked about the timeframe. Jones responded that it would need to run past legal; Arnold would like the board to closely review the policies before doing so. Next, Jones will send the summary of changes to the board. Derr asked if the College should suspend the current policy review if the board chooses to focus on policy governance.

The board agreed that, yes, they will suspend the current review. Policy Governance will be reviewed in detail in May. The committee will reconvene.

## EAST COUNTY BOARDS

Arnold addressed the coalition of East County boards she proposed at the last regular session. What are the goals and ideas? Arnold clarified that this would be to create a unified vision of what we would like education to look like in our community. We have an impoverished and diverse community that might have different needs from other communities. She would like to think creatively about grants or other innovative ideas and would like to see our board be the instigators of the conversation. She is seeking the board's ideas. Calcagno noted that there is currently a meeting of superintendents on an operational level every month, but not policy focused; how does that relationship work at the operation level? Derr responded that the Superintendents' Council is charged with finding ways to collaborate, support, and leverage resources and to talk about those commonalities like Dual Credit. Calcagno wants to make sure we avoid duplicating work. Arnold responded that she doesn't see it as a "Council" like the Superintendents', but more of a continuous work group. She sees legislation as piece of it, but she also feels we are not talking as policy makers, and the board is not necessarily engaged. Rather than having different agendas, what can we work together on?

Calcagno clarified that Arnold is concerned with the unique challenges of East County, and it would help us if we could unify a message and leverage funding. He stated that funding is the major issue, and most of the funding for social issues come from state and county funding. Jones asked what the problems and opportunities might be. Arnold asked Derr what she thought could be a benefit. Derr responded that they have not had a conversation about shared goals; it would be a worthwhile conversation to see what work could come from that. For example, how do we address language challenges? How do we address issues of trauma – homelessness, food insecurity, domestic violence? Do we have common values, and can we define those?

Calcagno asked about the possibility of sending a survey, designing questions around common challenges. Arnold feels as a college board member, there is a lot she does not know about K-12, and she wants East County to do better education-wise – she wants to talk through the best way to create a unified vision. Derr stated she could put together a survey related to possible needs, working with Arnold, or we can host a working dinner or a weekend brunch and brainstorm with the College as a neutral body. Calcagno thinks there should be more stakeholders present and suggested inviting all board members from the school districts and MESD, with someone like Lori Stegman present. Derr asked what the agenda would be – is it focused on education, or bigger social issues? There are some groups already meeting to address some of those issues with Lori Stegman. Jones suggested inviting her to a meeting and presenting some of the things already happening. Arnold hopes to take advantage of this legislative session.

Arnold likes the idea of convening a meeting at the College on a Saturday, perhaps in the next month, with the area boards, to create a mission, vision of needs and challenges and our common grounds. The board agreed. Derr proposed working with Arnold and looking at the College calendar and timing.

## ADJOURNMENT

Zordich moved to adjourn. The motion was seconded and carried unanimously.

Adjourned 2:46 p.m.

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Clerk

Board Chair

*Minutes recorded by Carrie Toth, Executive Assistant to the Board of Education.*