


Oregon Community College Association



Leadership *Workforce* Certificates  
Student Success  
Training Financial Aid  
Distance Learning **OUTCOMES**  
**Budget**  
**COMPLETION**

**Defining  
A New  
Perspective**

2011 Annual Conference  
October 27-29  
Salishan Resort

# Welcome to the 2011 OCCA Conference



Ed Dodson  
OCCA President

It gives me much satisfaction to welcome you to the 2011 Oregon Community College Association Conference at the Salishan Resort on the Oregon coast. First of all, what an exciting and fun place to hold the conference with so many opportunities for great enjoyment, great food, and relaxation beyond imagination. There is almost nothing as relaxing as a leisurely stroll along the beach with your spouse or a friend.

As you prepare to participate in this conference, I would ask you two questions that I hope will help give focus to your choices at the conference. *Do you have the skills that will be required to lead your community college into the future? Is your college where it needs to be in regard to concepts such as student success and outcomes; increased student enrollment and reduced state funding; continuing financial aid changes and providing for community workforce jobs training needs that may not even exist at the current time?*

The OCCA staff have done a marvelous job planning the 2011 conference in a manner that will begin to provide you with the knowledge, tools and leadership strategies that assist you in effectively navigating the increasing complexity, ambiguity and changes facing community colleges and community college students.

Donna Zajonc, Dennis Jones and Katherine Boswell will go far to provide you with hooks on which you can hang ideas that will lead you to successful strategies for your college. The eleven break-out sessions are stuffed with new concepts and implementable ideas such as the completion agenda and changing educational investment in Oregon. And please remember, The Howard Cherry Awards Banquet provides us the opportunity for more food and fun together, along with the recognition of several of our hard working colleagues.

Oh! Did I mention those strolls along the beach? Enjoy the conference!

## Opening General Sessions

**Thursday, October 27**



2:15-3:30 p.m.

**Donna Zajonc**

**Broadening Your Leadership Perspective**

In recent years psychologists have demonstrated that 95% of our thoughts and behaviors are on automatic, based primarily upon our previous experience. How do we broaden our future perspective so our minds can conceptualize beyond our current viewpoint? Donna Zajonc knows well the challenges facing public policy leaders. As a former legislator and now a professional leadership coach, Donna will challenge you to shift your problem-oriented mindset to an outcome perspective so as leaders, you will help define a new perspective for yourself and your college.



4:00-5:00 p.m.

**Dennis Jones**

**Getting Past Goal: The Role of Institutional Leadership in Getting to 40/40/20**

The state's expectations for Oregon's community colleges are clear: (1) take steps to ensure that 40% of the state's working age population has an associate's degree or workplace certification, (2) contribute to ensuring that 40% of the population has at least a baccalaureate degree and (3) providing adults who have not finished high school with skills that will make them workplace ready. Many of the operational steps needed to make progress toward this goal are known. But how do you make sure that these steps are actually taken? This session will provide practical suggestions about the policies and procedures that Boards of Trustees and Presidents should put in place to create an environment in which the necessary implementation steps can—and will—be taken.

# Closing General Session

Saturday, October 29



10:15 - 11:30 a.m.

## Katherine Boswell

### Top Ten Policy Issues Facing Community Colleges

Reading the “tea leaves” has always been more an art form than a science, but to be forewarned is forearmed. Dr. Katherine Boswell, who has worked for more than two decades on the front lines of state and federal policy battles impacting community colleges, will share her insights into the hot-button policy issues which may be poised to impact your college.

## The Schedule

### Thursday, October 27

10:00 - 11:30 a.m.

Gallery (2nd floor)

**Special  
Pre-Conference  
Session**

**So You Think You  
Want to Be a  
Community  
College President**

4:00 - 5:00 p.m.

Longhouse B/C

**General Session**

Dennis Jones

Noon - 1:00 p.m.

Salal and Longhouse

**Registration and  
Exhibit Hall  
Grand Opening**

Pick up your registration materials and enjoy a light lunch as you meet and greet your colleagues and get your first look at the exhibit hall.

6:30 - 9:00 p.m.

**Reception & Dinner**

Lawrence Gallery

1:00 - 2:00 p.m.

Longhouse B/C

**Legislative Panel**

#### Charting a New Course for Education in Oregon

Legislative leaders on issues affecting post-secondary education will discuss their thoughts on changes being proposed for budgeting and coordination of Oregon's entire education continuum.

2:00 - 2:15 p.m.

Longhouse A

**Refreshment  
Break**

2:15 - 3:30 p.m.

Longhouse B/C

**Opening Session**

Donna Zajonc

3:30 - 4:00 p.m.

Longhouse A

**Refreshment  
Break**



**BE INSPIRED!!**

**Start your conference experience  
with a refreshing perspective...**

**ENJOY ART**

**... accompanied by wonderful  
music and plenty of delicious food!**

**Meet and mingle among beautiful pieces of  
art and get your creative juices flowing.**

**Classical guitar: Derek Jefferson**

**Thursday, October 27**

**6:30 to 9:00 p.m.**

**Shuttles available at front of resort.**

# The Schedule

## Friday, October 28

**7:00 - 8:00 a.m.**

Longhouse A

**Breakfast in  
Exhibit Hall**

**8:00 - 9:30 a.m.**

Longhouse B/C

**Special Session**

### Educational Reform in Oregon

With the Oregon Education Investment Board appointed and up and running and with the completion of Learnworks things are moving fairly fast.

Join OCCA Executive Director Andrea Henderson and others for an in-depth conversation about how these potential changes affect Oregon's colleges and how you can be prepared for this change in perspective.

**9:30 - 9:50 a.m.**

Longhouse A

**Refreshment Break**

**9:50 - 10:45 a.m.**

**Break-Out Sessions**

### Council House A

#### Are You Ready? When Crisis Strikes....

Because of the increase in campus shootings and other tragedies, colleges increasingly have crisis response on the radar screen. How we support students through a smaller crisis can have everything to do with preventing a larger one. Especially in community colleges, students come with a wide range of needs, backgrounds and challenges. Although "crisis response" seems reactive, it is all about providing information, condolences and/or support to students following tragedies such that they feel greater connectedness to the college and to one another, fostering greater retention in a climate of well-being and a sense of safety. Preparedness includes evaluation, training and practice.

*Cheri Lovre – Director, Crisis Management Institute  
Rebecca Bolante -Coordinator, Disability Services, Chemeketa Community College, currently member of Chemeketa's Crisis Response Team - Chemeketa Community College*

**Mark Your Calendar Now!**

*Celebrate OCCA's 50th Anniversary*

**2012 OCCA Annual Conference**

**November 9-11**

**Salem Conference Center**

### Council House B

#### Oregon Green Tech Certificate - Creating Economic Opportunity for Rural People and Places!

The development, delivery and sustainability of new career and technical certificate and degree programs are especially challenging for rural and/or smaller colleges. This unique distance-learning program provides the opportunity to some of Oregon's smallest and most remote colleges a cost-effective way to offer a new certificate in a curriculum area that is cutting edge – Green Technology. This program demonstrates the power of what can happen when Workforce Investment Act Programs and Oregon Community Colleges collaborate on program development. The presentation will also outline the utilization of an "out-of-the-box" shared-delivery instructional model.

*Kris Latimer – CEO, The Oregon Consortium and Oregon Workforce Alliance*

*Pete Bober – Director, UCC SBDC and Workforce Training*

### Council House C

#### Energy Conservation Without Economic Sacrifice

Make the most of your energy by leveraging available outside and alternative funding sources. This presentation will outline trends in higher education related to energy, highlight key strategies for best practices and present an approach to developing a program to accomplish sustainability goals within constricted budgets.

*David Palmer – Energy Solutions Program Manager NW Region, Schneider Electric*

**Special  
Pre-Conference  
Session**

### So You Think You Want to Be a Community College President

If you think you want to be a community college president, this workshop is for you! We'll focus on how to prepare, personally and professionally to apply for a community college presidency. Two Oregon community college presidents and several board members will lead this dialogue. You will also have the opportunity to have your questions answered in this open forum.

**Preston Pulliams**

*District President, Portland Community College*

**Penny York**

*Board Member, Linn-Benton Community College*

**Rita Cavin**

*President Emeritus, Linn-Benton Community College*

**Vanessa Becker**

*Board Member, Umpqua Community College*

**Thursday, October 27**

**10:00 - 11:30 a.m.**

**Second floor - Gallery Room**

**10:45 - 11:05 a.m. Refreshment Break**

**11:05 a.m. - Noon Break-Out Sessions**

**Council House A**

**Understanding Student Government: A Cooperative Examination of Goals, Values, & Representation**

Students will always need to work with administrators. Administrators only have their jobs because of the students. If both parties do not work well together it reduces the aggregate productivity of the college. This presentation will give a new perspective on the working relationship a college administration can have with student leaders. By working together and making compromises we accomplished a goal that very few people thought we would achieve.

*Tom Worth -Former Dir. of Legislative Affairs, ASPCC Cascade*  
*David Rule, PhD - Campus President, PCC Rock Creek*

**Council House B**

**From Access to Success to Completion: When moving forward is also coming home**

Learning how to positively engage with the "Completion Agenda" will to a great extent determine our success (or failure) with it.

*Greg Hamann, PhD - President LBCC*  
*Camille Preus, Commissioner - CCWD*

**Council House C**

**Money Money Money: In It To Win It!**

The workshop will focus on obtaining voter approval for a general obligation bond property tax levy. Presenters will focus on the financial and legal structure of these levies, using survey-based research to shape a campaign, and putting a winning campaign together. The facilities at Community Colleges have millions of dollars of needs, for which one key tool is a locally approved general obligation bond. Yet, obtaining approval of GO bonds is difficult in the best of circumstances. This session will give hands on training in how to best approach your voters and achieve success!

*Dave Taylor - Senior Vice President, Seattle-Northwest Securities*  
*Ann Sherman - Partner, K&L Gates*  
*Melissa Martin - PAC Counsel*  
*Bob Lawrence - One Move Ahead*

**Noon - 1:15 p.m. Luncheon**

Longhouse B/C

**1:20 - 2:20 p.m. Break-Out Sessions**

**Council House A**

**Getting Value from Your Annual Audit**

The annual audit should be about more than just getting the opinion so that you are in compliance with dtate law. As a board member or executive team member, can you sleep at night knowing that your financial stewardship responsibilities are taken care of? All municipal governments are under a microscope with respect to their financial situations and transactions. Find out if you are getting what you need to feel comfortable our your college's financial situation.

*Rob Moody - Partner, Talbot, Korvola & Warwick, LLP*

**Council House B**

**Collective Bargaining in a Time of Limited Resources**

Managing your human resource costs begins with effective and productive bargaining. Many colleges will be bargaining new contracts this year with limited resources to improve compensation or with the need to reduce personnel cost. This session explores options for insurance, salary and extra compensation bargaining as well as legal requirements for communication with staff and bargaining in good faith.

*Nancy Hungerford - The Hungerford Law Firm*  
*Brian Hungerford - The Hungerford Law Firm*

**Council House C**

**The Middle College Program**

The Middle College program enables high school students, particularly those from under-represented backgrounds, to take college classes and earn college credit while still enrolled in high school. Research at the national level shows that early college programs like this one increase both high school completion rates and college-going rates.

*Algie Gatewood, PhD - PCC, Cascade Campus President*  
*Damon Hickok, M.Ed. - Middle College Coordinator*

**2:20 - 2:45 p.m.**

Longhouse A

**Refreshment Break**

**2:45 - 3:45 p.m.**

Longhouse B/C

**Board Development**

**Partnering for Leadership That Works: Models for Effective Board/CEO Relationships**

Challenging times require steady leadership that instills confidence and this cannot be provided unless the President and Board function as a TEAM. Learn how your board can forge a partnership to keep your college on a steady path.

*Jane Reid - Board Chair, Clackamas CC*  
*Joanne Truesdell - President, Clackamas CC*  
*Jim Harper - Board Chair, PCC*  
*Preston Pulliams - President, PCC*  
*David Bridgham - Board Chair, SWOCC*  
*Patty Scott - President, SWOCC*  
*Penny York - Board Chair, LBCC*  
*Greg Hamann - President, LBCC*  
*Jim Middleton - President, COCC*  
*Moderator*

**3:45 - 4:00 p.m.**  
Longhouse A

**Refreshment Break**

**4:00 - 5:00 p.m.**

**Breakout Sessions**

Council House A

**Board and Foundation Development: New Perspectives on Development**

A brief overview of the growing importance of your college board's responsibility in supporting its foundation and development activities. The importance of the foundation board and their assessment of readiness to engage the community in development is more critical today than ever before. At this session you'll hear about and discuss the new perspective of philanthropy and planned giving at your college that can create sustainable resources. Please bring your questions about foundations, board involvement and planned giving.

*Jon Carnahan - President Emeritus and Executive Director of Foundation, TBCC*

*Maureen Thomas - Regional Director and Charitable Gift Planner, Oregon Community Foundation*

Council House B

**Nontraditional Students: Needs Assessment Tools**

With the "great recession" causing an acute need for job training and retraining, the returning veterans and a shortage of spaces in four college campuses, the climate of community colleges is vastly different than it was even a decade ago. Participants will receive a summary of national research into nontraditional students and be provided with a needs assessment instrument which may be used at their institutions as well as information about strategies for implementation.

*Beth Jackson, Ed. M - Oregon State University*

*Greg Sampson-Gruener, PhD - Oregon State University*

Council House C

**A Practical View of Financial Policies**

Board members are asked to set and periodically review financial policies. Learn from the experts what goes into strong financial policies and how business decisions can have a direct financial impact on the cost of borrowing funds for capital projects.

*Katherine Schwab - Vice President, Wedbush Securities, Inc.*

*Ronald Lehr - Wedbush Securities, Inc.*

*Matt Jones - Moody's Investors Service*

**6:00-7:00 p.m.**  
Terrace Room

**Reception**

**7:00 - 8:30 p.m.**  
Longhouse B/C

**Howard Cherry Awards Banquet**

# Saturday, October 29

**7:30 - 8:30 a.m.**  
Longhouse A

**Breakfast in Exhibit Hall**

**8:30 - 9:45 a.m.**  
Longhouse B/C

**Ethics Session**

**Ethics and Transparency: Finding Your Way to Sunshine**

Renewed focus on transparency in public decision-making has important implications for public officials in Oregon. Learn more about the impact of recent decisions related to public meetings and efforts by the Oregon Attorney General to increase transparency through changes to public records law. This session will also provide an opportunity to review Oregon's ethics law and allow you to ask OCCA General Counsel Karen Smith your questions.

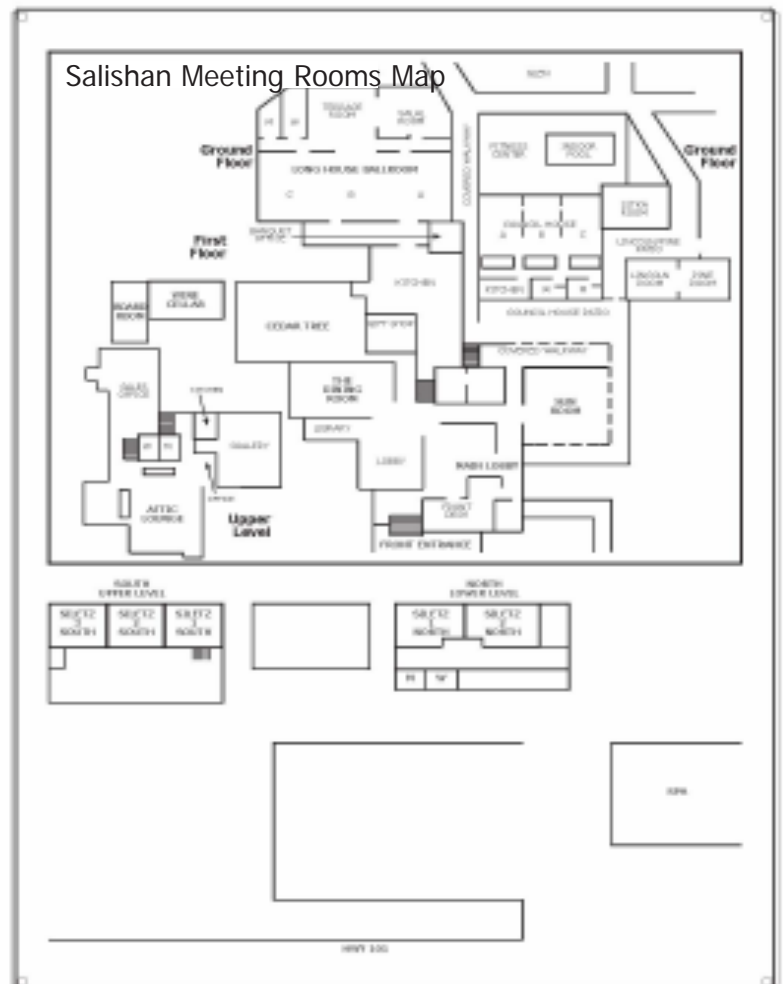
**9:45- 10:15 p.m.**  
Longhouse A

**Refreshment Break**

**10:15 - 11:30 a.m.**  
Longhouse B/C

**Closing General Session**

Katherine Boswell



## Schedule At A Glance

Quality construction services that  
use innovation and sustainability to  
strengthen Oregon's community  
colleges.



**SKANSKA**

[www.skanska.com](http://www.skanska.com)



## Howard Cherry Awards Banquet

**Friday, October 28**  
6:00 p.m. Reception  
7:00 p.m. Dinner and Awards

### Enjoy the music of the Gary Meziere Duo

Celebrate the contributions local advocates, administrators and board members have made to the work of community colleges.

The Howard Cherry Awards Banquet is your opportunity to thank the individuals who have invested time and talent in assuring the success of Oregon's community colleges.

### THURSDAY, October 27

- Noon** Registration and official opening of Exhibit Hall  
Light lunch munchies and refreshments provided
- 1:00 - 2:00 p.m.**  
Legislative Panel
- 2:00 - 2:15 p.m.**  
Refreshment break in Exhibit Hall
- 2:15 - 3:30 p.m.**  
Opening General Session with Donna Zajonc
- 3:30 - 4:00 p.m.**  
Refreshment break in the exhibit hall meet and mingle
- 4:00 - 5:00 p.m.**  
General Session with Dennis Jones
- 6:30 - 9:00 p.m.**  
Opening Party at Lawrence Gallery  
(small plates - plenty of food, no host bar, music)

### FRIDAY, October 28

- 7:00 a.m.**  
Breakfast in Exhibit Hall
- 8:00 - 9:30 a.m.**  
Special Session on Education Reform
- 9:30 - 9:50 a.m.**  
Refreshment break in Exhibit Hall
- 9:50 - 10:45 a.m.**  
Three breakout sessions
- 10:45 - 11:05 a.m.**  
Refreshment break in Exhibit Hall
- 11:05 - Noon**  
Three breakout sessions
- Noon - 1:15 p.m.**  
Luncheon
- 1:20- 2:20 p.m.**  
Three breakout sessions
- 2:20-2:45 p.m.**  
Refreshment break in Exhibit Hall
- 2:45 - 3:45 p.m.**  
Board Development session
- 3:45 - 4:00 p.m.**  
Refreshment break in Exhibit Hall
- 4:00 - 5:00 p.m.**  
Three breakout sessions
- 6:00 - 7:00 p.m.**  
Howard Cherry Reception
- 7:00 - 8:30 p.m.**  
Howard Cherry Awards Banquet

### SATURDAY, October 29

- 7:30 a.m.**  
Breakfast in Exhibit Hall
- 8:30 - 9:45 a.m.**  
Ethics Session
- 9:45 - 10:15 a.m.**  
Refreshment break in Exhibit Hall
- 10:15 - 11:30 a.m.**  
Wrap-Up and Closing General Session with Katherine Boswell

**Be sure to visit the exhibitors during refreshment breaks. All refreshment breaks will take place in the exhibit hall.**

Please thank the exhibitors and sponsors who make our conference possible.

## EXHIBITORS

Advanced Reporting  
D.A. Davidson & Co  
DLR Group  
Edvance 360  
Higher One  
McKinstry  
OSU – Community College  
Leadership Doctoral Program

Schneider Electric  
Smarthinking  
Springer Science+Business Media  
Wedbush Securities Inc.  
Western Governors University

## SPONSORS



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### Conference Planning Committee

Joanne Truesdell - Clackamas CC ■ Joyce Lynn Garrett - COCC ■ Lee Salter - UCC  
Patrick Lanning - Chemeketa CC ■ David Rule - PCC ■ Jim Harper - PCC

### Oregon Community College Association Conference

October 27-29, 2011

Salishan Resort - Gleneden Beach, Oregon  
www.occa17.com ■ 503-399-9912