

Executive Cabinet Report to Board of Trustees

Board Meeting Date:	September 11, 2017
Executive:	Leslie Shattuck
Department:	Communications and Marketing

Communications and Marketing

The Communications and Marketing team (team) spent June, July and August supporting several departments across the college. The following is an update of the top-level projects they worked on during the summer. Currently, there are roughly 50 open jobs in the department.

External Engagement

Public Relations and Social Media

The team continued their work to engage local, regional and national reporters/writers to elevate awareness of the college. The college received coverage in the following media outlets:

Kirkland Reporter:

Commencement Speaker

<http://www.kirklandreporter.com/life/county-executive-to-deliver-lwtech-commencement-address/>

SHRM Student Chapter Award

<http://www.kirklandreporter.com/news/lwtech-society-for-human-resource-management-chapter-honored-with-national-award/>

RPM Foundation Grant

<http://www.kirklandreporter.com/news/lwtech-receives-grant-for-automotive-student-scholarships/>

Tiny House Classes

<http://www.kirklandreporter.com/news/a-tiny-home-for-the-homeless/>

Laura Wildfong joins Board of Trustees

<http://www.kirklandreporter.com/news/governor-inslee-appoints-kirkland-business-owner-to-lwtech-board-of-trustees/>

Veterans History Project

<http://www.kirklandreporter.com/news/first-district-veterans-share-stories-for-history-project/>

Redmond Reporter:

Redmond Lease

<http://www.redmond-reporter.com/news/city-news-redmond-secures-interim-community-center-upholds-climate-agreement/>

The team is currently waiting for the green light to release the press release on our TAP Upskill-Backfill Grant.

We also submitted an article for the *Kirkland Reporter's My City Guide* on our Photonics program that will be out later this fall.

The team conducted social media outreach which included posts on Instagram, Facebook, Twitter and LinkedIn. Social media engagement continues to perform well. Social media outreach over the summer promoted graduation/commencement, summer camps/courses, polls, info sessions, programs, campus and community events/workshops, and much more.

Advertising Campaign

The team is currently working on a new advertising campaign for the year. Below is the concept in use for our new bus tails.



Website

The team continued its work on ongoing maintenance and updates to the website (in addition to the campaign work, listed above).

Programs and Departments Support

The team worked on several marketing projects for various programs throughout the college. These included brochures, banners and flyers, just to name a few.

President's Office Support

The team provided communications support to the President's office during the summer.

Annual Report

The team continued its work on the 2016-2017 Annual Report which will be out later this fall.

Student and Staff Stories

The team continued to identify and interview students, faculty, and alumni for a variety of outreach purposes, including PR outreach, printed and online materials.

Team Retreat

The team held its annual planning retreat, with the focus being on the procurement and development of a project management system for the department.

Internal Engagement

Digisign Updates

The team continued to update content on the campus-wide digisign system.

Executive Cabinet Report to Board of Trustees

Board Meeting Date:	Monday, September 11, 2017
Executive:	Elisabeth Sorensen
Department:	LWTech Foundation / Development

Save the Date – 2017 Annual Bright Futures Benefit Breakfast

Please join us at the LWTech Foundation's **Annual Bright Futures Benefit Breakfast on Tuesday, October 31** on campus. We are planning another spectacular and highly inspiring event featuring student speakers and delicious foods prepared by our talented culinary and baking arts students. Microsoft, for the third year in a row, serves as the generous presenting sponsor of this special event.

Fall 2017 Scholarships

The Foundation will award over \$55,000 in scholarships for hardworking, highly motivated students this quarter.

LWTech Foundation Board Officers

The Foundation celebrates the appointment of Laura Wildfong to the LWTech Board of Trustees! We are grateful for Laura's longstanding leadership on the LWTech Foundation Board. With Laura's appointment, the Foundation Board will vote on the slate of executive officers listed below at the upcoming September meeting.

President: *Diane Haelsig, Retired Software Company Founder/Owner*
 Vice President: *Teddy Overleese, Artist and Community Leader*
 Secretary: *Dr. Dan Frost, DDS, Frost Family Dentistry*
 Co-Treasurer: *Solomon Karmel, First Allied Securities*
 Co-Treasurer: *John Feistner, VP, North Sky Capital*

Generous Gift to Tjossem Family Endowed Scholarship

Bob and Linda Tjossem donated an additional \$50,000 to the Tjossem Family Endowed Scholarship in June. The Tjossem Family Endowment is now at \$250,000, which provides ten students with annual scholarships in the amount of \$1,000 in perpetuity.

Executive Cabinet Report to Board of Trustees

Board Meeting Date:	September 11, 2017
Executive:	Meena Park
Department:	Human Resources & Benefits

Employment

We have had a busy summer of recruiting and hiring. As of August 30th, 20 positions have been filled (including 14 faculty). Additionally, there are 8 recruitments in process including 3 exempt staff, 4 classified staff, and 1 faculty staff.

Training and Development

- The 2017-18 LEADS program will kick off on October 13th. The new cohort members Peter Welty, Sarah Mason, Christie Silva, Jeannie Magdua, April Ake, Patricia Di Cristo, Noah Dupont, and Casey Melnick represent all areas of the college and consist of faculty, exempt, and classified employees. The first session will be all about planning and goal setting. Dr. Goings will welcome the cohort and discuss her 1, 5, 10 year goal setting process. Teams will be formed and team projects introduced.
- The 5 Star Consortium will offer Adjunct Faculty orientation on September 16, 2017 at Everett Community College.
- The 5 Star Consortium will be collaborating on a Supervisor/Manager Training manual with a target implementation date of next year.

Engagement

- A retirement celebration was held on June 6th to recognize two long term employees who retired in June. Dr. Goings presented a framed LWTech print to Anita Jefferson (31 years) and Irene Reynolds (15 years).
- The annual employee picnic was held on August 25th with nearly 150 employees and family members attending. It was a potluck picnic with Foundation providing hotdogs, hamburgers, and popsicles!
- The Years of Service recognition is scheduled during in-service week of September 18th which celebrates our dedicated employees' employment in 5 year increments. In addition, the President's Awards will recognize outstanding achievement in the following categories: student completion, advancing diversity, equity, and inclusion, innovation, workplace excellence, and student enrollment.

Title IX

- Title IX committee members are working on integrating Title IX training into faculty onboarding.
- ATIXA Title IX training is scheduled for November 29th and 30th at Bates Technical College.

Executive Cabinet Report to Board of Trustees

Board Meeting Date:	September 11, 2017
Executive:	Dr. Elliot Stern
Department:	Instruction

- Professor Andrea Westman, PTA Program, asked the program accrediting body (CAPTE-Commission on Accreditation in Physical Therapy Education) to increase the program cap by five (5) students. The request was approved and the opportunity to enroll five more students into the cohort will be available in fall 2018.
- Assistant Professor Allen Levine has forged a strong partnership with Bastyr University. We already have an articulation agreement with the university. This fall, students from their fitness program will come to our institution to learn in a quarter-long Friday lecture/lab series that will be taught by Assistant Professor Levine.
- Seven students graduated from the Medical Assisting program and were pinned this summer (August 22, 2017).
- August 14-18, 2017 Dean Penn and a host of other eager (and brave) members of the campus community offered up arms and veins for students in the Medical Assisting program to practice blood draws. Students did a great job!

Executive Cabinet Report to Board of Trustees

Board Meeting Date:	September 11, 2017
Executive:	Cathy Copeland
Department:	Research and Grants

Research and Grants

The Research and Grants team (team) continues to support departments across the campus with the development of grant proposals, data dashboards, and other information related to institutional effectiveness. Below is a summary of ongoing projects from the summer.

External Engagement

National Science Foundation – AppConnect NW funded at \$800,000

LWTech received \$800,000 in funding from the National Science Foundation to launch an Advanced Technical Education Coordination Network. The project – a collaboration with Renton, Bellevue, Green River, and North Seattle – will support the partner college’s BAS degree(s) in Applications Development/Software Development. Dr. Suzanne Ames and Ms. Alexandra Vaschillo are the project leads at the college.

SBCTC – I-BEST Expansion funded at \$450,000

LWTech received \$450,000 from the State Board for Community and Technical Colleges (SBCTC) to expand our successful I-BEST program offerings to support the Guided Pathways initiative on campus. This work will build upon many years of I-BEST work on campus and will be led by Dean Doug Emory and Carol Leffall, the current I-BEST Transitions Coordinator.

Department of Education – Child Care Access Means Parents in School (CCAMPIS) Proposal

In collaboration with Dr. Ruby Hayden, LWTech submitted an application to the Department of Education to create six reduced-cost spaces for students at the college’s Early Learning Center. The college will find out this fall if the proposal is funded.

Department of Education – Title III Proposal

LWTech submitted a proposal for \$2,766,402 to the Department of Education’s Title III – Strengthening Institutions Program. This work came out of the Institutional Planning and Effectiveness Committee (IPEC) with a focus on developing guided pathways for students and professional development opportunities for faculty and staff. The college will find this fall if the proposal is funded.

Workforce Development Council (WDC) – TAP Accelerator Proposal

LWTech, the Workforce Development Council Seattle-King County, and Everett Community College’s Corporate & Continuing Education Center (CCEC) received \$275,000 to support the state’s upcoming workforce development plan, *Talent and Prosperity for All (TAP)*. This project supports training for manufacturing employees in project management/Lean Six Sigma while also providing a new pathway for interested parties to enter the high-demand field of manufacturing.

Hobsons Software – Predictive Analytics Reporting (PAR) Framework

As part of the campus-wide launch of Hobsons software, the Office of Research & Grants will be supporting the implementation of the Predictive Analytics Report (PAR) Framework. This work will begin this fall.

Grant Reporting

The Office of Research & Grants supported federal grant reporting this summer including reports for the National Science Foundation Advanced Technical Education project in *Photonics* and the National Science Foundation S-STEM *Future Tech Stars* scholarship program.

Washington Executive Leadership Academy (WELA)

Ms. Cathy Copeland is representing this college as part of the 2017-18 WELA cohort.

Internal Engagement

Community Dashboards – Launch of Program-Level Dashboards

The team is preparing for a fall launch of *Tableau Community Dashboards* hosted on the SBCTC's Tableau Server. These dashboards – which will be rolled out over the course of the 2017-18 academic year – will initially include program-level information such as historical enrollment trends and student demographic information. A training guide for faculty and staff walks the user through account creation and dashboard navigation. The development of this work has been a cross-departmental project with assistance coming from Student Services and Instruction via the *campus Tableau User Group (TUG)*. This group met monthly to prepare for this project launch and was coordinated by Mr. Grayson Court. Instruction will use these new dashboards for Instructional Program Review in compliance with accreditation requirements.

Gainful Employment

In collaboration with Student Services and Instruction, the team is preparing for another round of Gainful Employment reporting. The latest round of reporting is due on October 1 and will follow the initial steps outlined in the *Gainful Employment Procedures Manual* drafted by the team. This document will be updated to address new requirements from the Department of Education.

Strategic Plan Work/Institutional Planning and Effectiveness Committee

The Institutional Planning and Effectiveness Committee (IPEC) will reconvene on Tuesday, September 12. IPEC will build upon cabinet-led work on the Strategic Plan developed over the summer. Following approval by the Board of Trustees, the 2017-2020 Strategic Plan will guide LWTech's campus initiatives over the next three years. IPEC will again develop a performance monitoring system for the plan and welcomes input from across the college community. In collaboration with Ms. Andrea Olson, IPEC will work closely with departments and stakeholders across campus to develop performance metrics that align business practices with key goals and outcomes outlined in the strategic plan.

Survey of Entering Student Engagement

This fall, Lake Washington will be participating in the 2017 Survey of Entering Student Engagement (SENSE). Research & Grants will be overseeing the administration and logistics of the campus-wide, in-class survey with the assistance of staff and faculty throughout the college. The survey runs from October 16-27 and will aim to survey over 350 students.

Executive Cabinet Report to Board of Trustees

Board Meeting Date:	September 11, 2017
Executive:	Andrea Olson
Department:	Special Assistant

Strategic Plan Work

After completing the final draft of the 2017-2020 strategic plan, Executive Cabinet met several times to begin developing tactics to support the achievement of the goals and strategies.

Executive Cabinet started the process by holding a joint meeting with the Institutional Planning and Effectiveness Committee to review the feedback provided by the college community and to begin identifying tactics for each goal/strategy. In subsequent meetings, Executive Cabinet refined the results from that meeting to create initial draft tactics for each year of the plan. Tactic development will continue into the early fall after considering additional feedback received from the college community. Thereafter, the Institutional Planning and Effectiveness Committee will begin its work to develop performance measures.

In addition, as the 2013-2017 plan sunsets this fall, time was spent identifying the many accomplishments achieved as a result of that plan and preparing to distribute that information to the college community at the Fall In-Service.

LEADS

The LEADS team, including Meena Park, Rhonda DeWitt, and Andrea Olson, spent the summer finalizing the 2017-2018 internal leadership development program. Ms. Olson will continue providing individualized coaching to the cohort and has begun scheduling initial meetings with the cohort.

Executive Cabinet Report to Board of Trustees

Board Meeting Date:	September 11, 2017
Executive:	Ruby Hayden
Department:	Student Services

General Update

- Summer enrollment is up over last year's summer enrollment by about 8%. This means we will close out summer quarter at target for the first time since 2013!

Admissions & Outreach:

- We had several large outreach events over the summer such as Redmond Derby Days, Kirkland Summerfest, and Movies at Marymoor. Events were led by the outreach team: Jaime Sterio, Casey Melnick, Amber Hisatake, and Ahmad Bennett. Staff from across campus helped with these events: High School Programs, Running Start, Medical Assisting, Baking Arts, Parent Education, Motorcycle, Marine and Power Equipment, College Foundation and our own President Dr. Amy Goings!
- At these events, the outreach team was able to share the college's new view book and rack cards designed by our Marketing department.

Student Programs:

- Student Programs on boarded 21 student employees in various leadership positions. A 120+ hour fall training has begun for these students to learn about being a leader.
- Clubs: Research and Innovation Club's campus clean-up day on August 9. The Veterans and Social and Human Services Clubs attended a house painting party on August 12 for an organization that houses developmentally delayed individuals. Over 1,000 square feet of walls were painted!
- Campus Life Programming: The Sweet Summer Solar Social happened on August 21. Over 250 students, staff, and faculty watched the solar eclipse and then ate 21 gallons of ice cream and 20 pounds of toppings!
- The RISE Center Coordinator made three classroom presentations on diversity and inclusion and facilitated student conversations.

TRiO

- In the 2016-17 year, the Learning Lab served over 950 students. 30% of these students were TRiO students and 70% were non-TRiO students. The top subjects for tutoring were English, Biology, Chemistry, and Math. The programs who used tutoring the most were Nursing, Accounting, Dental Hygiene, Design, and Medical Assisting.
- Funding for TRiO in 2017-18 will be around \$475,000.

Workforce Development

- The Worker Retraining (WRT) program surpassed their 2016-17 FTE goal hitting 121% of target! With only about half the colleges in the state meeting or exceeding target and a fully employed economy, staff have worked exceptionally hard to identify eligible students, quickly enroll them in the program, connect them to additional resources, and provide them the support they need to reach their career and educational goals. At the beginning of the year, the WRT program enthusiastically accepted an increase in their FTE target with the confidence that they would identify students that could benefit from WRT support. Their hard

work paid off! WRT offers tuition and book assistance, career counseling, individualized advising, priority class registration, assistance with navigating external agencies, and other benefits to individuals in career transition such as laid-off workers, displaced homemakers, vulnerable workers, formerly self-employed individuals, and Veterans.