

THE SEATTLE CENTRAL COMMUNITY COLLEGE **Communiqué**

PRESIDENT'S MESSAGE



Greetings everyone,

I'M GLAD TO HAVE THE FACULTY BACK AND LOOK FORWARD with great promise to the upcoming 2007-2008 academic year. Welcome to fall quarter 2007.

It has been almost three years since we gathered the college together to form a strategic plan and direction for our future. Much progress has occurred since then.

Seattle Central's five strategic goals:

1. Develop and implement a financial plan that sustains the financial health of the college and is aligned with the college's mission and strategic direction.
2. Involve the college community in developing and carrying out a comprehensive enrollment management plan to attract and retain students.
3. Enhance the college's culture of continuous improvement to increase institutional effectiveness.
4. Develop additional state-of-the-art facilities that support a positive learning and working environment.
5. Strengthen relationships with business and educational communities in order to contribute to the region's prosperity.

A strategic plan progress report will provide progress on these goals and will outline what remains to be accomplished. For fiscal year 2007-2008, the cabinet has elected to make three of these goals (budget, enrollment management and facilities) our priorities for this year. This does not mean we will neglect the day-to-day operations of the school. It also does not mean the other two goals are not important.

I'd like to describe my vision for these three priority goals in detail, beginning with enrollment management.

I. Focus on student achievement, enrollment and persistence

We will focus on student achievement, as well as enrollment and access. When I use the term "enrollment management," I am referring to a comprehensive system that encompasses the student lifespan from enrollment to graduation. In the coming months, we will define more clearly what enrollment management means and delineate roles and responsibilities.

All of us—faculty, administrators, exempt and classified staff—have a critical role to play. We must concern ourselves with the persistence of students from quarter to quarter, and year to year. We will develop a plan and set goals to accomplish these retention priorities.

This is a critical year for enrollment at Seattle Central. Like other colleges in our state, we are struggling to meet our enrollment. For fiscal year 2006-2007, Seattle Central reached 93 percent of its enrollment target. Last year only, we were allowed to count international students as part of our overall student FTE count. If we had not been able to count international FTEs, the district would not have met its target.

After careful calculation, we have decided that it would not be in our best interest to convert our international student FTEs to numbers we could count on a permanent basis. Therefore, the 2007-2008 year is critical. Our enrollment has declined by 7 percent from last year. Failure to meet our FTE target will invite a loss of state allocation and tuition.

One method we will use to increase enrollment is to implement FTE targets. Some of our programs are enrolling at 80 percent of their capacity. We need to enroll up to full capacity to meet our target of 5,629 FTEs.

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New faces of the Communiqué

(from top to bottom)

Marilyn McCamey
Program assistant, Humanities & Social Sciences

Jesus "J.C." Tila
Custodian, Auxiliary Services

Linda Chauncey
Associate dean, Culinary Arts

Mickey Richardson
Multimedia specialist, Distance Learning

Liz Yau-Luu and Judy Marken,
Program coordinators, Registration & Records

Doug Wick
Chemistry instructor, Science & Math

HIGHLIGHTS

Fifth floor renovation

Gold plan

OUR Clean Campus



Solid GOLD

The current concept of sustainability was not as popular in 1992 when Seattle Central implemented the Washington State Government Options to Landfill Disposal (GOLD) plan. The progressive plan was created by the campus Environmental Action Committee. Many of the committee members still work at Seattle Central — Jeff Watts, Gary Clayton, John McMahon, David Moise, Dave Mullens, and Jeff Rash. The committee was tasked with implementing six long-term objectives:

1. Develop a waste reduction, recycling, and procurement program
2. Use natural resources wisely
3. Develop a procurement policy to encourage the purchase of products made with recovered materials that are reusable, recyclable, nontoxic, and environmentally sound
4. Source-separate and recycle all feasible materials
5. Provide campus personnel with incentives and education to archive optimum levels of waste reduction and recycling
6. Increase communication regarding waste reduction, recycling, and procurement actions and results

The policies and procedures put in place in 1992 have remained throughout the years, saving college and environmental resources. In fact, the Seattle Central campus utility use is between 6 percent and 23 percent lower each than the average Washington State community college.

While the percentages may seem small, the number of dollars saved is huge. During the 2005-2006 fiscal year, Seattle Central's utility expenditures were \$360,000 below the system wide mean. Just in the last seven years Seattle Central has "saved" approximately \$1,500,000 in utility expenses — an average of \$211,000 each year.

Beyond saving financial resources, the policies put in place have saved natural resources as well. According to committee member Jeff Watts, "the source-separate and recycle objective goal directly led to our current onsite recycling center and to the Mainstay program operating the facility." The Mainstay program matches adults with disabilities with employment that suits their skill level, ability and interest. The onsite recycling center is a win-win; it saves resources and creates jobs.

President's message continued

Both transfer and professional/technical programs have been assigned FTE targets. If every professional/technical program exceeded 80 percent of capacity, we would likely meet our target. Full implementation of targeted FTEs will require discussion, non-traditional thinking, and action.

II. Enhance the appearance of the college.

When we talk about our facilities, we need to align the mission of SCCC facilities with the mission of the college. Our physical appearance is vital to our learning environment. We cannot fulfill our mission in an old plant with deferred maintenance projects that does not meet the standards of cleanliness.

What are those standards? Everyone has their own definition of "clean." I want to introduce the language developed by the Association of Physical Plant Administrators (APPA) to describe cleanliness. There are five levels:

1. Orderly Spotlessness
2. Ordinary Tidiness
3. Casual Inattention
4. Moderate Dinginess
5. Unkempt Neglect

The Cabinets have reviewed these standards and determined that our goal is Level 2, (ordinary tidiness) and never below Level 3 (casual inattention). Dr. John McMahon has already begun short and long-term planning and implementation to reach this goal.

I want to make a commitment. We are going to clean up this campus. This is OUR clean campus. It does not belong to the graffiti artists or the vandals. It is where we work and teach and it is in our power to keep it clean. On the back of this Communiqué, there is a list of 26 things (A-Z) that you personally can do to help keep our campus clean. If we truly desire a clean environment, we have everything we need to make it so.

III. Budget — Develop and implement a financial plan that sustains the financial health of the college and is aligned with the college's mission and strategic direction.

Over the last several years, we have made adjustments and shifts to better align the budget with college direction and priorities. We've all sacrificed. This is the first year of my presidency that I have not talked about budget cuts. In fact, we have restored 12 faculty positions and one classified support position. We also added two new custodial positions and one maintenance position.

This is the best budget we've received in the last 15 years. However, all but general enrollment dollars were set-asides—funds not available for operations. I will continue the increased involvement in the budget process to enhance transparency and understanding. Thanks to PAVS and the new budget process we implemented last year, we have a better idea about how much it takes to run the college.

Speaking of PAVS, we will continue to use the information gleaned from PAVS for a wide variety of purposes, from planning for budget allocations and capital projects to curriculum planning and more. I am planning to revive the PAVS task force this year. We will update the information so that PAVS may continue to be the factbook for the college.

Next Steps

Following our site visit last year, Seattle Central received full accreditation. There were five recommendations that we were given to address, which we have done. However, assessment remains the major outstanding issue, particularly student outcomes. I am of the notion that in the space of the national, regional, and state accountability requirements, we must collectively update our information on outcomes and institutional effectiveness assessment.

Dr. Hamberg has asked Dr. Karen Michaelsen to take a leadership role in college-wide training and implementation. The Faculty Senate has submitted a resolution of support for full implementation.

As you can see, we have much work to be done. In the coming year, we are going to resist settling for average and reach for excellence. Together, we are going to set the national standard for excellence and student achievement.

Sincerely,

Mildred W. Ollée, President
www.seattlecentral.edu/president

Scheduled to open winter quarter 2008...

The most comprehensive visual communications training facility in the Northwest.

The fifth floor of Seattle Central's main campus will soon be transformed into a collaborative learning environment for graphic design, publishing arts, and commercial photography students. Co-locating the three visual communications programs will allow them to share resources and ideas, while integrated classes will simulate real-world professional collaboration.

The newly renovated 38,000 square-foot space utilizes the equipment and facilities of professional photography studios, graphic design firms, advertising agencies, commercial digital printing facilities and color houses. The fifth floor provides spectacular views of Seattle and Puget Sound from the west-facing windows and of the park to the east.

Seattle Central's programs have earned a reputation for excellence, hands-on learning, and combining traditional and computer-based knowledge. In the past decade, advances in technology have radically changed the nature of visual communications. For instance, traditional photography darkrooms are almost obsolete as digital processing has become commonplace.

The \$8.1 million project by Berschauer Phillips Construction Company includes Mac labs (with a 1:1 workstation to student ratio) and server technology to support web applications, podcasts, and online instruction.

Students who have hands-on experience with the newest industry technology have the best chance of landing that first job — whether it is at an independent studio or a global corporation. Currently, visual communications program graduates are employed at prestigious companies such as Microsoft, Getty Images, and Adobe Systems.



Schacht Aslani architects' rendering of the new floor plan.



The new facility will have open spaces to encourage collaboration.



The new facility in focus

- A 10,000 square-foot photography studio and two digital photo processing labs
- Commercial digital printing, letterpress, large format and screen print production facility
- Production labs for folding, binding, foil stamp and embossing
- Four graphic design studios, which include Mac workstations for each student
- A 2,000 square-foot production lab with input and inkjet output devices
- A color management sciences laboratory
- Conference rooms, study lounges and meeting areas
- Division administrative office, storage, and 10 faculty offices
- A gallery to display current work and to hold the annual portfolio shows

For more information call the Business, Information Technologies and Creative Arts division office at (206) 344-4335



OUR clean campus

An A-Z list of things YOU can do to help maintain a clean campus

Apprise campus services when you see graffiti and send a work order.

Ban all eating and drinking from classrooms.

Confess. Did you spill tomato soup on your carpet? Call campus services immediately to clean it up. No need to wait until it's hard and crusty.

Don't be a drag. Pick up chairs when you move them to avoid scratching the floor.

Erase chalkboards if you want them to be cleaned — custodians won't erase your prose.

Furniture — if you must move it, put it back when you're done (also see entry under "D").

Gotta chew gum? Remind your students to take it home and stick it under their own dining room chairs.

Hold each other accountable—this is OUR clean campus.

Inspire students by being a good role model.

Join our students who are recycling.

Keep paper to a minimum. Use electronic forms and correspondence when possible.

Liquidate your fluids properly. Pour coffee, soda and water down the drain instead of in the trash.

Mice love open food packages. Don't feed them. Store food in mice-proof containers.

Never post fliers on painted surfaces. The tape pulls the paint off the walls.

Oxxygen is generated by plants. So is dirt. If you're growing plants, clean up after them!

PIO pet peeve: Take down your old fliers from the hallway. If you put them up, you take them down.

Quit leaving cigarette butts on sidewalks and in locker rooms.

Recycle!

Snitch. Just how does the graffiti get up on the walls? If you see a tagger in action, call campus security.

Take your cafeteria tray back where you got it.

Unearth staples and paper clips as soon as you drop them. Once they're ground into the carpet, there they stay.

Vituperate those who treat our facilities disrespectfully.

Want campus services to empty your trash can? Put it out where they can see it. Hide and seek is not fun when you are working the night shift.

Xeroderma — A condition characterized by dry and rough skin. Commonly seen on the hands of our hard-working custodians. Don't forget to say "thanks" for all they do.

Yodel. While there's no direct link between yodeling and cleanliness, it's fun and it starts with a "Y." They do it in Austria and it's a tidy little nation.

Zulu's? No, we all win when we work together to clean our campus!

USEFUL NUMBERS

Campus Services x6930
Security x5442