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The fruits of working at a leadership college

The marketing team in Advancement and I recently attended the National Council for Marketing and Public Relations District 7 conference in Bend at the end of October. Conferences like this are great places to learn what other colleges are doing, and LBCC has done its part over the past several years providing presentations on its efforts.

Professional development alone is a good reason to attend, but we also had two awards to pick up for work we've done in the last year. And I went with an additional motive of "recruiting" for my position, which I'm sure you all know, I am leaving shortly after the New Year so that I may follow Liz's career in much the same way that she followed mine when I came here six years ago. I am hoping that my conversations with people at the conference will lead to at least a couple of strong applications added to the candidate pool.

But it was a presentation led by the College of Western Idaho that helped put into focus another reason why we invest resources participating in conferences and sharing what we're doing at LBCC. The presenter led off the session by saying, "It's fair for people to wonder why we come to conferences like this and invest the time it takes to participate. What we're about to present – and the great results we're going to talk about – came about because of a presentation we saw at this very conference two years ago."

When I looked more closely at the presentation description in the program in front of me, which described the installation of a system that created partnerships across the areas of marketing, outreach, admissions and instruction, I realized it was the presentation that Danny Aynes and I had given at this conference two years ago that inspired CWI's action. CWI used what they learned to stabilize enrollment and create strong partnerships and working relationships where they had been absent.

LBCC has established itself as a leader college in many areas. While we are a community college and are focused on our communities, it is still gratifying to know we can help other communities simply by sharing details of what we're doing. For me, attending what will surely be my last NCMPR Conference as a staff member of a community college, it was particularly gratifying to see the results of that effort immediately in front of me. We do good things for our community, and other community colleges. I'm very proud of that.

And with that, here are some updates from the Advancement area related to progress on our 2017-18 Strategic Objectives.

Progress Report on Strategic Objectives for 2017-18

- ***Establish facilities that support and enhance the teaching-learning experience by implementing and/or completing Bond Funded Projects.***

Development efforts continue to raise \$1.5 million for equipment in Career Technical programs. ATI is considering support. Festo will be coming to campus in the coming month. Georgia Pacific continued their support making a \$12,000 gift for mechatronics equipment and student scholarships.

- ***Continue to improve our responsiveness to the changing needs of regional industries and other community employers.***

At the request of Greg Hamann and Ed Ray, the grants office managed and wrote the STEM/CTE Hub grant proposals to the Oregon Department of Education and the Oregon Community Foundation on behalf of OSU, Oregon Coast CC, LBCC, the Educational Service District, school districts, Pipeline, industry, local non-profits and regional economic development entities. Total funding expected for these two grants is \$450,000 over three years.

Working with Business Oregon, local mayors, and the local Council of Governments, we have been part of the LBCC team supporting efforts toward regional Economic Development Coordination. At the request of Business Oregon, Nicole Ballinger, who leads our grant efforts, put together a team from LBCC that included Ann Buchele and Dave Bird who joined the confidential recruitment for a major (\$1.2 billion) project. It was in part our assurances that we could help provide a technically trained workforce of up to 3,600 people over the next three years that led the business to purchase the Hynix Building in Eugene, beating out three larger cities. The economic benefits to the region and LBCC will be enormous.

- ***Establish greater Affordability for all students.***

As a part of the Affordability Task Force, we are working to secure funding and coordinate with external resources to provide comprehensive financial support (or resource stability) for all students. Development staff continue to hone the case statement for the effort. I've had

conversations with colleagues and consultants working on this issue at other colleges, searching for the right language to describe what we are doing. Already, we've received a non-binding commitment from a donor who wishes to be anonymous (gift is dependent on the sale of a business in the next few years) to help create significant long-term funding for this effort. We are positioning ourselves well.

As part of new efforts to reach out to new prospective donors and donors, Foundation Board member **Jo Ann McQueary**, is organizing a Feb 5th social event in Sweet Home to allow President Hamann to share information about the college and its activities in that community of our service district. **Joan Reukauf** is working on a date for winter event in Corvallis. They are being patterned after a series of gatherings we held last year, with the support of Linda Modrell, in rural Benton County. These are examples of outreach efforts—the community must learn about us before they can love us and actively support us.

- ***Establish technology resources that support and compliment the classroom, creating new points of access and new levels of adaptation to student needs.***

Supporting our High School Partnerships Program, the Linn Benton Lincoln Education Service District, school districts, Oregon Coast Community College, and OSU, our grants office managed the development of the Regional Promise Planning Grant. The planning grant will allow us to compete for funding for a full Regional Promise Grant for \$300,000.

Grant Development Manager Nicole Ballinger is leading the now forming Mid-Valley Mid-Coast STEM-CTE Learning Working Group, which will partner with OSU, OCCC, schools in the three-county region and the ESD.

As part of sharing the message about LBCC, the **e-newsletter continues to expand** its reach. This month 4500 community education participants were added to the e-mail distribution list. Information about the people, activities and successes of the College, and the impact of the Foundation. This kind of news provides the background necessary for future gift requests.

- ***Establish a campus of true Equity and Inclusion.***

An Air Force veteran from Chemeketa Community College came to LBCC with a dream to create a Veterans Farm on campus. Together we submitted a proposal to Home Depot, resulting in a community project which brought \$15K and 40 volunteers to campus on November 3 to create the space. In case you missed it, here is the link to the story that appeared in the DH and GT: http://democratherald.com/growing-new-lives/article_9688c24f-1315-57a5-82e0-182d5853a787.html. And also an editorial that included praise for the project: http://democratherald.com/opinion/editorial/editorial-to-honor-and-support-our-veterans/article_2d244b21-14c4-54d3-8097-d32ff212996a.html.

As part of efforts to raise awareness in the Latino community regarding LBCC, we have signed on as a sponsor of Univision Destino Exito Educate program, which encourages people to seek education and training. Univision is the top Spanish language television network in the United States, and our sponsorship package will appear on local broadcast and cable TV packages throughout our service district via the network's Portland affiliate. As part of the package, we will receive two one-minute video spots focused on our graduates. They will air once during the Portland station's news segment (by ratings points, this is the MOST watched news show in Oregon) and it will also air at other times on the network. We plan to focus on a Career Technical student in one segment and a college transfer in the other. Our CTE "spokesperson", will be **Jose' Caldera-Ibarra**. Jose' believes in the power of being positive. In just 10 years, he went from working on a farm with little formal education, to being the top welder in his class at LBCC and landing a job at a local aerospace manufacturing company. On the transfer side, we have Adriana Villegas. Adriana was a DACA recipient, who started at LBCC, became a degree partnership student at OSU, and after graduating with her bachelor's degree in 2015, went to work as the Service Coordinator in the Benton County Developmental Diversity Office, where she is currently employed. We will share the segments on our web site as soon as we have them, which looks to be shortly after the new year.