



President's Report  
Birgitte Ryslinge  
September 2015

### **Accreditation**

October brings our first formal action with the NorthWest Commission of Colleges and Universities demonstrating we are firmly placed on the path to independent accreditation. We will submit our Application for Consideration to NWCCU. If only it were as simple as it sounds. The application is a 100+ page report showing evidence of how we meet the 24 Eligibility Requirements, an Institutional Plan, Audited Financials, a new Catalog, our original charter and more. Our report will contain upwards of 100 links to our website, Board policies, data, etc., all of which must be finely tuned as well. We submit our Application in October and wait until January 2016 to learn the outcome at the Commission hearing. I know we are a strong college more than ready for this next step. Feedback from the visiting Commission team in April, while informal, was exceedingly positive regarding our readiness. The most recent communication of the Commission with PCC (8/4/2015) emphasizes the importance (and expectation) that we move forward now.

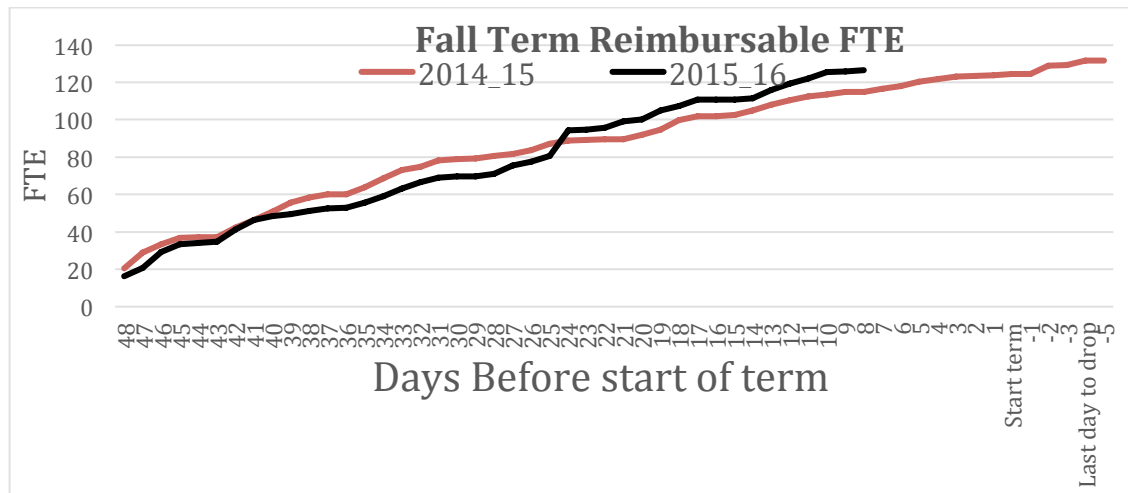
*Dear President Kelley (Acting President of Portland Community College):*

*On behalf of the Northwest Commission on Colleges and Universities, I write to report that the accreditation of Portland Community College has been reaffirmed on the basis of the Spring 2015 Year Seven Mission Fulfillment and Sustainability Evaluation which was expanded to address the College's sponsorship of Oregon Coast Community College (OCCC) and the impact of that sponsorship on Portland Community College. The Commission determined that while the College's capacity enables it to provide adequate resources to support the sponsorship of OCCC, it is in the best interests of both institutions for OCCC to continue with its plans to submit and Application for Consideration for Candidacy in fall 2015 in pursuit of independent accreditation. Sincerely, Dr. Sandra E. Ellman, President, NWCCU*

### **Enrollment Last Week Before Classes Begin**

We are now actually up 11.7 FTE (10%!) in enrollment over this time last year. Don't pop those champagne corks yet, though. Some of the growth is real and we expect to sustain (CTE enrollments) but the surge in Workforce Prep is at least partially related to getting enrollments input earlier than to last year. We are down in Lower Division Collegiate largely related to the 90% reduction in the Expanded options program. We are addressing those students with our Early College and some Dual Credit in the high schools, but it will take time for those enrollments to compensate for EO. Conclusion: being up 10% at this point is a much better place to be than down,

and we are not here by accident. Lots of planning, new strategies and hard work brought us here. Our goal for the year is an ambitious one, to return to an annual FTE level of 500.



All college FTE is shown relative to last year in percentage and real numbers. Numbers in black are positive FTE changes in 2015\_16, and red reflects lower FTE.

Course type	2015_16	2014_15	% Difference	FTE Difference
Lower Division Collegiate	58.8	67.8	-13.3%	-9.0
Career and Tech Education	40.0	30.8	+30.0	+9.2
Developmental Education	11.0	14.9	-25.8%	-3.8
Workforce Prep (Voc. Supp)*	15.6	0.6	+2536.0%	+15.0
ESL*	0.0	0.0		
GED*	0.0	0.0		
Community Ed. & Prof Dev.*	1.1	0.7	+60%	0.42
<b>Reimbursable Total</b>	<b>126.5</b>	<b>114.8</b>	<b>+10.0%</b>	<b>+11.7</b>
Other Comm Ed. (Non-reimbursable)*	3.2	0.7	+372%	+2.5
<b>Grand Total</b>	<b>129.7</b>	<b>113.2</b>	<b>+12.7%</b>	<b>+16.5</b>

\* Timing of enrollment input varies year to year. Comparisons become more meaningful as the year progresses, and are not fully accurate until year close.

On a headcount basis, we have a decrease in credit part-time students (from 233 to 158) but increases in credit full-time students (from 208 to 221). Credit students are taking about 1 credit more on average. We have a huge increase in Community Ed (non-credit) enrollments (from 82 to 261). Including all students (credit and noncredit, duplicated) our headcount is up (640 from 523) All numbers compare current year to this time last year.

## Foundation

Last spring, I challenged staff from the Foundation, Instruction and Student Services to redesign the SEAL (Serve, Earn, And Learn) service scholarship program to make it more rewarding for students and mentors alike, and likewise challenged College leadership to provide more and different SEAL opportunities within the College. The SEAL donors endorsed this new design and changes are being implemented this year. New design elements include a seminar course (potentially Winter Term) with a faculty instructor to complement the role of the SEAL supervisors and provide a more structured student development experience, more varied placements opportunities meaningful both to the students and the College, and student stipend support now at least equivalent to minimum wage. Some of the new SEAL positions are Student Ambassador, Marketing Assistant, and Presidents Outreach.

Nursing scholarships of \$28,700 were awarded on September 1<sup>st</sup>. A collaboration with Samaritan Pacific Communities Hospital Constituent Association created three new memorial scholarships for student nurses. October 1<sup>st</sup>, 5:30 PM, is OCCC's annual Scholarship & Donor Appreciation Reception. Board members and staff are encouraged to attend to honor the work of our students and the donors who so generously support them and the College. The Oyster Cloyster team (OCCC and Oregon Aquarium) is actively seeking sponsorships for the event. If anyone has thoughts about sponsorship opportunities, please contact Jodi Gann, Interim Foundation Director by email, at [foundation@occc.cc.or.us](mailto:foundation@occc.cc.or.us). Be sure to mark November 7 on your calendar, and visit <http://oystercloyster.org> to secure your place at the oyster bar! It is hoped that Board members (Foundation, OCCC, and Oregon Aquarium) will consider participating at the Pearl level. And once again, the event is providing an incredible deal for employees: **Staff ticket prices are \$25**, *limited to two non-transferable tickets for the staff member and one guest*. The promotion code on the website is 'STAFF.'

## Student Services and Instruction

Early College is up and running. The registration information for Early College was given to last year Expanded Options students who indicated an interest in Early College. Orientation sessions were held in Lincoln City and Newport and 14 students came (Taft, LC Career Tech, LC Seventh Day Adventist, Newport High, Waldport). An additional orientation is scheduled for Eddyville Students next week. Siletz has one EO student continuing studies at OCCC through Early College and a couple who will likely join the program winter term. At this time, we have approximately 15 Early College students (so regained 10% of our EO enrollment in year one!) and we expect this to grow as we continue to promote Early College. Students can also start in Winter term.

Dual Credit (DC) is also renewed and revitalized. From prior reports, you may recall that for a variety of reasons, OCCC was no longer awarding any High School DC. Our ability to resume DC in the future was at risk due to the imminent expiration of our state approval to award DC. There was also the matter of reaching an agreement with Lincoln County School District to work with OCCC on DC. I am happy to report our situation is much improved today. Through the work of a dedicated team (Cindy Carlson, Kimberly Jones and Jean Garcia) we developed and submitted a very strong renewal application this past May. We received Provisional Approval, the highest approval level for which we are eligible at this time and have until next May to submit the last missing components that would qualify OCCC for regular five-year approval status. And, we achieved an agreement with

LCSD to do some DC with their students, beginning with Writing. We are approaching this in a very high-quality way, using the Professional Learning Community (PLC) Model, a known best practice for high-quality outcomes for students. Our Writing PLC is led by our faculty (part-time) instructor; Kahea (Kai) Gaspar, and includes the high school Writing teachers from Waldport, Taft, Toledo and Newport. Our Math Faculty is also working closely with the Taft Math teacher to deliver Dual Credit Math for MTH 111 and MTH 251. All together, the headcount for these classes will be approximately 100 High School students.

Connor Smalling, our new AmeriCorps Vista volunteer has joined the Student Services team and will spend the next year building capacity in our new Career and Transfer Readiness Center. This is the third year OCCC has hosted visits by Lincoln county high school students in September. This week we will have visits from Toledo (50 juniors), Siletz (40 mixed grade level) and Newport (125 sophomores). The purpose of these visits is to increase the college going culture within our local community and to ensure our local students know the options OCCC can provide for them both while they are in high school and after.

### **Community Ed**

The term hasn't even started yet but, already, out of 25 classes for Fall term, only 1 has not yet met minimum enrollment; in other words, at least 24 classes are already "go" for fall and open seats are going fast. And, we anticipate many more of these classes will fill to capacity – so call soon to reserve your space in Kite-Building! Particularly popular this year are Hallie Price's Creative Writing class in Newport, Cathy Hingson's 10-week Water Media class in Lincoln City, and Sachiko Otsuki's Introduction to Japanese Language class, among others. Already we've signed up 240 participants to these classes; the majority of these telling us this will be their first time enrolled in any class or program at OCCC. Community Ed is a wonderful way to connect with different parts of our community.

### **Grants**

The SBDC submitted a contract to Caroline Baumann at the Economic Development Alliance of Lincoln County for \$9,000 in advising services to small businesses targeted by the EDALC – primarily family-owned businesses in the marine tech and marine natural resources industries. We are subrecipients to a grant Caroline secured from the USDA. We intend to delivery advising and services to a minimum of 15 Lincoln County small businesses through this program over a 12-month period.

### **Small Business Management Program**

The Oregon Coast Community College SBDC has officially registered 41 participants in the SBM program. As many as three additional students, if not more, may join the program by the end of this week. Each SBM participant represents 1.0 FTE, given the rigorous nature of the program and the amount of work these business owners do between monthly class sessions and monthly counseling sessions over the course of the OCCC academic year. The program starts this week. This SBM undertaking represents a doubling of the average size SBM, as well as a tremendous amount of work for coordinators Misty Lambrecht and Ron Spisso in the months ahead. Misty has already done yeoman's work over the summer recruiting businesses that stand to gain the most from this intensive program. Class sizes will remain small thanks to the division of the SBM into two separate cohorts, one based in Newport and the other in Lincoln City.

## **Career Technical Programs**

Our numbers show a surge in CTE, with enrollment gains in a variety of programs. 2015-2016 looks to be a good year for CTE, and presents solid evidence that there is demand in Lincoln County for well-designed career focused programs that meet the needs of employers and employees.

**Aquarium Science:** Increased efforts and strategies in marketing have likely led to the enrollment growth. Program exposure through social media on Facebook and Twitter has helped get the word out. The AQS Facebook page surpassed 1300 likes without any expense promoting the program. All print material for the program (posters, brochures) was re-imaged with a new and more vibrant look, new logo and tagline "Learn, Connect, Advance" to help brand the program. National exposure increased in the last two years with more student involvement at national conferences as well as featured articles in two main industry magazine publications. All AQS students attended the main national public aquarium conference this past spring in Monterey, CA, which really got the attention of the industry. An enhanced webpage with online application improved ease-of-use and created a more professional image of the program. Next are upgraded YouTube promotional videos for the program, promotional ads through Facebook and select ads in industry publications such as the AZA magazine (all budget dependent).

**Business:** Business at OCCC will be both a transfer and a CTE program. The transfer aspect, the ASOT Business, kicks off this fall in Lincoln City. Introduction to Business and Basic Computer Skills are offered as face-to-face classes for the first time in Lincoln City. 18 students have indicated on their OCCC application that they plan to pursue the ASOT in Business. New part-time instructor, Joan San-Claire, will teach Intro to Business. Joan holds a PhD in Business and currently works full time for OSU's accounting office. Basic Computer Skills will be offered both in Newport and Lincoln City, both taught by returning part-time instructor Tom Boyce. While we can't attribute it entirely to the new business program, this is also a good place to note that we are starting to see hoped for enrollment increases in North County. So far this year, our credit enrollment is 7.9 FTE more than doubling the 3.4 FTE of 2014-15.

**Nursing:** Forty Nursing students attended a three day nursing orientation from 9/8-9/10. It went very well and they all felt welcomed by the college staff and faculty.

**Medical Assistant:** Class of 2015: Seven students took their National Exam and all passed and are now Certified Medical Assistants. About half of the students have started employment through Samaritan. Fifteen students enrolled in the Medical Assistant Program for Fall term. This will be our largest class in the four-year history of the program and is probably related to the Open House held this summer and active partnership with Samaritan.

**Nursing Assistant:** Five students graduated from the Nursing Assistant Summer class. This class was a cooperative arrangement with Avamere Rehabilitation Center of Newport (NRSC) and OCCC, whereby the NRSC paid the tuition and fees for five students, who in return will work at the facility for one year. They took their state exam on Sept 9<sup>th</sup> and we should be informed of results shortly.

**Criminal Justice:** Enrollment numbers are improving but there is work to do to make this program sustainable. An Open House for the Criminal Justice program had positive attendance for students. A number of our Criminal Justice community members (Corrections, NPD, and State Police) were in attendance to talk with the students about careers in Criminal Justice.

**EMS:** We have been working with the local firehouses to alert all concerned about our program with the goal of increasing student enrollment this year. We anticipate that enrollment this fall will be about 15 for the program, which is a significant increase over the past couple of years. Ben

Kaufman held a special compass testing session at North Center to accommodate five students from North Lincoln Fire and Rescue at the request of the Fire Chief.

### President's External Engagement Since Last Report

Lincoln County	Regional & State
Lincoln County Democrats	STEM Hub Steering Executive Committee
Coast National Organization for Women	Oregon Coastal Caucus Economic Summit, Presenter
Headstart	Mid Valley Mid Coast Regional Achievement Collaborative
Newport Urban Renewal Advisory Committee	Executive Director, ONWIB
Newport Rotary	President Ray, OSU Annual CC Hosting
Leadership Lincoln	

### OCCC Media Report July 10 – Sept. 11, 2015

#### [The 50 Best Colleges By The Sea - Best College Reviews](http://bestcollegereviews.org/)

[bestcollegereviews.org/...](http://bestcollegereviews.org/)

Jul 23, 2015 - **Oregon Coast Community College (OCCC)** is great choice for a ... OCCC offered the only Aquarium Science Program in the United States ...

#### [Lincoln City | oregoncoastdailynews | Free Disaster Preparedness Class](http://oregoncoastdailynews.com/)

[oregoncoastdailynews.wordpress.com...](http://oregoncoastdailynews.wordpress.com...)

Jul 29, 2015 - The July 30 disaster preparedness workshop will be held at **Oregon Coast Community College**, in Lincoln City.

#### [Lincoln City | oregoncoastdailynews | Page 4](http://oregoncoastdailynews.com/)

<https://oregoncoastdailynews.wordpress.com/...>

Jul 29, 2015 - **Oregon Coast Community College** is preparing to distribute its Fall 2015 community education course schedule, "Catch the Wave," to every address in Lincoln ..

#### [Early College Program | Oregon Coast Community College](http://www.oregoncoastcc.org/early-college-...)

[www.oregoncoastcc.org/early-college-...](http://www.oregoncoastcc.org/early-college-...)

Oregon Coast Community College

Aug 2, 2015 – **Early College Program** offers credit courses, for free. The faculty, staff, and administration at **Oregon Coast Community College** want to ensure that all Lincoln County ...

#### [Free Placement Tests Offered at Oregon Coast Community College](http://lincolncountydispatch.com/)

[lincolncountydispatch.com/...](http://lincolncountydispatch.com/)

Aug 3, 2015 - That's why **Oregon Coast Community College** has made available an online placement test prep program to help students prepare for the placement test.

#### [Shark Conservation Day, August 8 | Oceanscape Network](http://oceanscape.aquarium.org/-...)

[oceanscape.aquarium.org/-...](http://oceanscape.aquarium.org/-...)

Oregon Coast Aquarium

Aug 5, 2015 - Join Chris Spaulding of the **Oregon Coast Community College** as he describes how he got up close and personal with Great White Sharks...

[Oregon Coast Community College Profile | Newport, Oregon ...](#)

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

Aug 6, 2015 - At **Oregon Coast Community College** (OCCC), one can complete the first two years of a bachelor's degree, earn an associate degree, take courses to get a job, ...

[OCCC OPEN HOUSE Aug. 24](#)

[thenewsguard.com](http://thenewsguard.com)/...

Aug 12, 2015 In order to help prospective students get a handle on all that's being offered in the coming academic year, **Oregon Coast Community College** is hosting an open house from noon to 4 p.m. on Monday, Aug. 24 at the North County Center...

[Give yourself some credit... - Oregon Coast Today](#)

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

Aug 18, 2015 - Read Give yourself some credit... from **Oregon Coast** Today. ... "We'll also have information about OCCC's innovative new **Early College** Program," Price said, ...

[2015OregonCoast EconomicSummit - Oregon State ...](#)

<https://www.oregonlegislature.gov/roblan/>...

Aug 26, 2015 - **Birgitte Ryslinge**, President, **Oregon Coast Community College**. Michael Schill, President, University of Oregon. Patty M. Scott, President, Southwestern Oregon ...

[Top nursing assistant programs in Oregon ...](#)

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

Aug 28, 2015 - **Oregon Coast Community College**, Linn-Benton Community College, and Lane Community College are just a few of the numerous Oregon colleges that offer CNA certificate programs ...

[OCCC welcomes students of all ages for busy year - The ...](#)

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

The News Guard Guest Column by **Birgitte Ryslinge**

Sep 1, 2015 - This year, the nisse is coming early to **Oregon Coast Community College**, where a busy fall term brings gifts aplenty to our students and the communities we serve ...

[Wed. 7pm, Sept. 23: in Newport/OCCC: Climate Change ...](#)

[lcdcc.org/?q=node/55](http://lcdcc.org/?q=node/55)

Sep 3, 2015 - On Wednesday, September 23 please join us for a special program on Climate Change and Denial at the main **Oregon Coast Community College** campus in Newport. We are honored to have astrophysicist Dr. Michelle Thaller of NASA joining us ...

[AT THE COLLEGE: Business classes starting - The News ...](#)

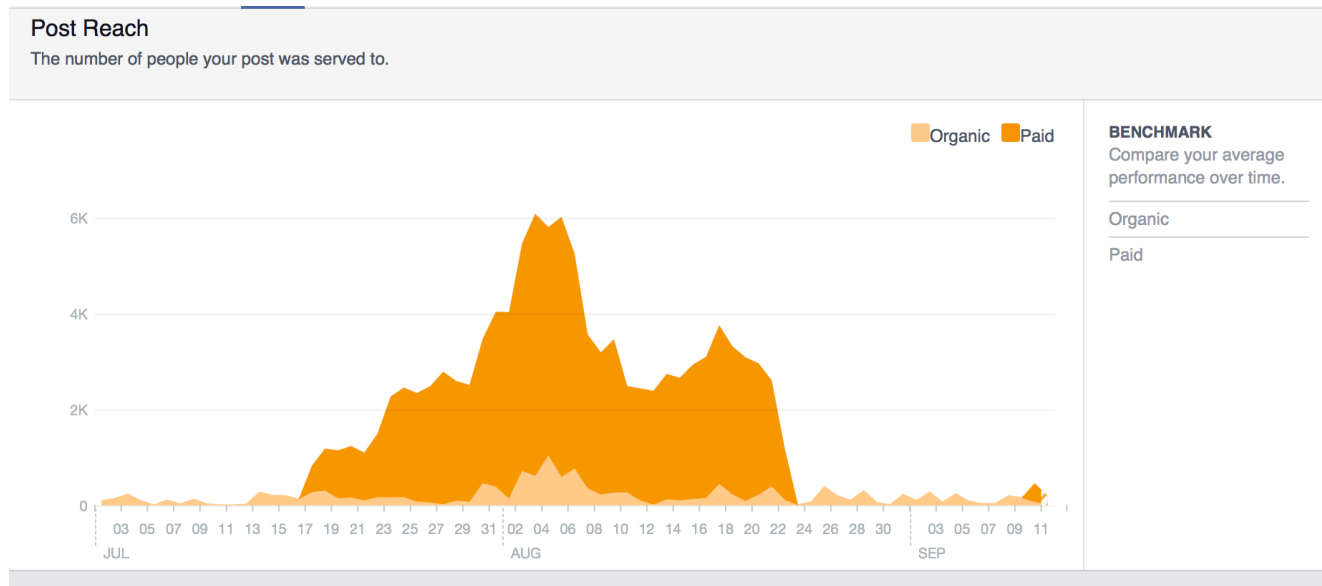
[www.thenewsguard.com](http://www.thenewsguard.com)/...

Sep 7, 2015 - If you're considering launching your own business here in Lincoln County, **Oregon Coast Community College's** Small Business Development Center is here to help.

## Social Media Summary

### Facebook

Targeted advertisements promoting OCCC's Open Houses, its 2-Year ASOT Business Degree, the Early College program and more generated tens of thousands of impressions over the course of the summer. (See image, below.)



Further, total page likes grew 5% over the period, from 1702 friends to 1801, as of Sept. 11, 2015. The ads and organic reach they helped produce generated hundreds of page views on [oregoncoastcc.org](http://oregoncoastcc.org) and an undetermined number of advising appointments and placement tests.

### Twitter

Followers grew 4.3% over the past 30 days, to 240 as of last week.