

November 9, 2016
Pierce College - Steilacoom
Lakewood, Washington

MINUTES

Members attending:

Maud Daudon, Ray Lawton, Jeff Charbonneau, Jessica Murillo-Rosales, Paul Francis, and Susana Reyes.

Staff attending:

Rachelle Sharpe, Aaron Wyatt, Randy Spaulding, Becky Thompson, Crystal Hall, Don Bennett, Kara Larson, Kristin Ritter, Lexi Shankster, Marc Webster, Marcie Sample, Maddy Thompson, Sarah Weiss, Weiya Liang,

The meeting was called to order at 8:45 a.m. by Chair Maud Daudon.

Welcome Provided By

President Denise Yochum, Pierce College

The Washington Student Achievement Council (WSAC), staff and attendees were welcomed to Pierce College, which is celebrating their 50th year anniversary. The school has over 8,000 full-time students, of which 6,300 receive state-funds.

Pierce College has a high population of military people because of their close proximity to the military base. President Yochum explained that it takes an average military person 7 years to attain a degree. The school also boasts a huge population of Running Start students and is 48% students of color.

Pierce College is working hard to make college affordable. They have removed the cost of textbooks in their College of Arts. They are rapidly increasing their rate of attainment.

Rachelle Sharpe asked to what can the sharp increase in completion rates can be attributed. Yochum explained they have redesigned the math requirement and are providing more student support.

Paul Francis thanked President Yochum for her work on behalf of veterans.

Consent Agenda

Motion was made by Ray Lawton to approve the Consent Agenda.

Motion seconded by Jeff Charbonneau.

Motion carried.

October 12, 2016 Meeting Minutes

Motion was made to approve the minutes as presented by Jeff Charbonneau.

Motion seconded Jessica Murillo-Rosales.

Motion carried.

Agency Update

Rachelle Sharpe, Acting Executive Director

Sharpe shared the agency focused an all-staff meeting on cultural competence with a presentation from Dr. Caprice Hollins. In addition, “WSAC U” provided eight professional development opportunities in areas of customer service, American Sign Language, and more.

The Pave the Way conference, held November 1-2, focused on the theme of advancing equity, access, readiness, and support. The 350 attendees had a variety of sessions to choose from and were treated to a conference address by Governor Jay Inslee. Council members Daudon, Lee, Mendoza, Reyes, and Murillo-Rosales were in attendance and spoke of the highlights, including the Washington Student Association panel. Daudon said it was a good reminder that one caring adult can make a huge difference in the life of a student.

In October, GEAR UP hosted the 10th Anniversary GEAR UP West conference in Spokane. The event is a premier conference attended by over 500 college access professionals from sixteen states. Over 60 breakout sessions provided participants with valuable knowledge they can take back to their schools and programs to help more low-income students prepare for and succeed in postsecondary education. Agency financial aid training efforts also extended this fall to higher education financial aid administrators.

WSAC presented to Results Washington on the production of credentials metric and College Bound sign-up metric. Staff received questions on the anticipated mix of credentials over time and shared the change in approach to evaluating College Bound sign-ups to ensure students are not missing the opportunity to participate.

Strategic Action Plan – Media Engagement

Aaron Wyatt, Communications Director

Council members reviewed and discussed the submission letter that will accompany the 2017-19 Strategic Action Plan. The draft letter accounted for feedback provided during the October 2016 council meeting.

Daudon would like to see this cover letter directly address the attainment goals, with an emphasis on the urgency that will lead to legislative action.

Council members then discussed advocacy for the report. WSAC staff will continue to engage key partners and stakeholders and speak with legislators about the recommendations.

Members also discussed possible media engagement strategies for the 2017 Legislative Session. Francis asked that there be a statement about sector requests. He also suggested the power of student narratives is impactful. Wyatt explained the “hexagon” document includes sector priorities. Charbonneau agrees with including student stories. He would like to see the voices of eligible but unfunded students included. Sharpe said adding student quotes from surveys is an immediate solution.

Daudon said the one page flyers need to be sales sheets, brief, with few words and many graphics. We need an emotional hook. It needs to be apparent that these goals are for the general health and well-being of our state and citizens.

Lawton would like very few words. He says no more than three talking points to each that summarize the message.

Reyes said student stories and returning adult student’s profiles would be impactful. Daudon suggested an aerospace worker who has upskilled and is earning a better income as a result, too, would be a good addition.

Editorial boards and Op-eds were discussed as a strategic approach to communicating the action plan. Daudon said fully-funding SNG may be the best thing to advocate for. Lawton said editorial boards have a position of influence, but guest editorials can be better timed and provide a new slant on an issue than what you normally get from an editorial.

Francis is very interested in promoting COP’s Washington Competes agenda. He said he is joining with community and technical college presidents in regions and picking influential citizens in a community for editorials and outreach. He stated a recent joint editorial with Mary Cullinan and a student was impactful. Maud’s influence with Elissa from the Student Association representing thousands of students will make a statement.

Daudon recommended that COP, SBCTC, and WSAC, at a minimum, are united in these efforts to maximize effectiveness.

Charbonneau suggested a broader strategy with social media, including info graphics, op-eds hosted on the WSAC website, links from blogs, Twitter feed, and a Thunder clap.

Lawton wants to know how to be engaged with McCleary, since it will dominate this session. Daudon said we need to stick with our advocacy for educational attainment. Reyes agrees that McCleary will speak to attainment as a whole for every student. Francis said it is right for Maud to stay at a high level and not get in to the partisan divide over McCleary.

Francis is not sure what will resonate with voters, we need creative thinking about social media. It can be a challenge, given the times that we live in.

Charbonneau asked Maddy Thompson to provide names of key legislator to Members in their districts for each to focus on in an effort to encourage support. Daudon agrees.

Public Comment

Jean Floten: We should focus on the lives of people involved. The program can be complex to explain.

Paul Bell: Students could route an online petition for State Need Grant.

Elissa Goss: We should have student stories on their website soon, called "Story bank". There are 13 member campuses and 13 student lobbyists that can be of service.

Partner Legislative Priorities

Caroline King, Chief Policy & Strategy Office, Washington STEM

Washington STEM's 2017 Legislative priorities:

- Support efforts to include STEM in early learning, focusing on early math.
- Drive equity and career- and college-readiness in K-12 basic education.
- Expand incentives and support for high-demand, technical, and 2- and 4-year degrees.

Yolanda L. Watson Spiva, Ph.D., President and CEO of the College Success Foundation (CSF)

College Success Foundation priorities:

- Support underserved, low-income and first-generation students to high school completion.
- Improve educational outcome for underserved, low-income and first-gen college students.
- Share expertise and collaborate with partners to close the opportunity gap in education.

Jean Floten, Chancellor, Western Governor's University (WGU)

WGU proposed a partnership investment to assist the state to make greater progress toward Roadmap goals by accelerating WGU's growth in 4 areas identified as most needed. Floten said WGU will raise \$5M and requests \$5M from Washington for a total investment of \$10M, which will be used to accelerate program development and/or growth in employment fields in which Washington is experiencing significant shortages, teaching, computer science, nursing, and support WSAC's adult reengagement goal.

Western Governor's University 2017 Legislative priorities:

- Expand opportunities for new teachers, targeting areas of greatest shortages in STEM fields, elementary education, and special education.
- Program development and expansion.
- Double current nursing students in RN to BSN and BSN to MSN programs and start a pre-licensure BSN program.
- Expand the numbers of adults from rural and under-served areas and populations.

Daniel Zavala, League of Education Voters (LEV)

League of Education Voters 2017 Legislative priorities:

- Investments targeted based on student need—more money for student supports actually spent on students.
- A teacher compensation system that ensures every student has access to effective educators.
- No cuts to social and health services, and other programs students and families rely on.
- More Early Childhood Education and Assistance Program (ECEAP) slots and increased reimbursement rate.
- State Need Grant fully funded.

Nova Gattman, Legislative Director, Workforce Training & Education Coordinating Board (WTECB)

Workforce Training & Education Coordinating Board 2017 Legislative priorities:

Washington Student Achievement Council

- Support for State Work Study.
- Fully fund State Need Grant.
- Student supports for Running Start.

Council of Presidents (COP)

- Washington Competes agenda.

State Board for Community and Technical Colleges (SBCTC)

- Academic and career planning to support first-year retention.
- Dedicated funding for I-Best.

Office of Superintendent of Public Instruction (OSPI)

- K-12 career and college readiness expansion.
- Closing the CTE program funding gap.

Employment Security Department (ESD)

- Career Advancement Program for SNAP/BFET participants.
- Ex-offender employment initiative.
- Worksource access for underserved rural populations.

Department of Social and Human Services (DSHS)

- Families Forward Demonstration grant.

Department of Commerce

- Small Business and Underserved Community Development/Rural Economic Development package.

Washington Opportunity Scholarship (WSOS)

- Expansion of scholarship to mid-level education programs.

Washington Department of Veterans Affairs

- Military downsizing impact and outreach.

Workforce Training and Education Coordinating Board (WTB)

- Talent and Prosperity for All resolution.
- Data system integration project.

Elissa Goss, Executive Director, Washington Student Association (WSA)

Washington Student Association 2017 Legislative priorities:

- Affordability, by fully funding State Need Grant.
 - Decreasing debt.
 - Textbooks costs are rising.
 - Childcare increase funding, especially for returning students.
 - Decoupling student activity fees permanently.
 - Students have autonomy over their fees.
 - More efforts toward loan disclosure.
- Support services. Targeting career advising, mental health, sexual assault. Support for voter access bills such as pre-registration for 16-17 year olds.

Cameron Cox, President, Washington Community and Technical College Student Association (WACTCSA)

Cameron is the President of Council of Unions and Student Programs (CUSP). CUSP provides advisory and administrative support to WACTCSA.

WACTCSA Students formed these five legislative agenda items:

- State Funding for SBCTC and higher education.
- Post-secondary education for inmates.
- Sexual Assault and violence resources.

- Textbooks and Open Educational Resources (OERs) affordability & accessibility.
- Higher Education for Undocumented Students.

Daudon made a request of the panelists, that each organization focus their priorities on the attainment goals. She said if we go out with consistent, united message of the attainment goals, we will get more traction. She said across the board, we need to align on State Need Grant. She thanked the panelists for all they do.

12th Year Campaign

Sarah Weiss, Associate Director for College Access and Support

Weiss provided an update on the outreach efforts, initiative, and partnerships surrounding the state financial aid applications opening this year on October 1, rather than the previous date of January 1. Over the past year, WSAC's 12th Year Campaign and FAFSA Completion Initiative have focused on outreach to high school counselors, students, and community partners about the earlier financial aid application timeline.

She explained that FAFSA and WASFA applicants are now able to use tax info from the previous two years instead of waiting for their tax returns to be complete.

The 12th Year Campaign is Washington's combination of two national programs: College Goal Washington and the College Application Campaign. WSAC administers the campaign with the aim of providing high school seniors with support during the college and financial aid application processes. She said the campaign plays an integral role in meeting the state's 2023 education attainment goals.

An important third aspect to the campaign is the FAFSA Completion Initiative. In partnership with OSPI, WSAC maintains the FAFSA Completion Portal, an online tool districts can use to access their students' FAFSA completion status. This initiative supports the national effort to increase FAFSA completion rates and thus increase the number of students pursuing a college education. Weiss stated that partnerships for outreach is critical.

The message is clear "Rule of 1". Students are to fill out either the FAFSA or the WASFA, but not both. If the student is eligible for federal student aid, they should fill out FAFSA. If not, they should fill out the WASFA.

Southeast King County Needs Assessment Draft Study

Christina Sedney, Western Interstate Commission for Higher Education

Dennis Jones, National Center for Higher Education Management Systems

WSAC received an assignment from the legislature to complete a higher education needs assessment for southeast King County and to prepare a program and operating plan to meet the higher education needs identified in the assessment. The Western

Interstate Commission for Higher Education (WICHE) will serve as the agency contractor.

Sedney of WICHE and Jones of NCHEMS, provided the Council with an overview of the preliminary report, which outlines the demand identified in the region and options to meet that demand. They asked the advisory committee and WSAC were asked to provide any feedback before November 18. The final report and recommendations will be incorporated and submitted to Council staff in December.

The following options were given for consideration:

Principles

Demand is for provision of service, not new institution.

Local response needs to be driven by local demand, not institutional supply.

Solution must be able to respond to changing workforce demands.

Travel considerations make local access important.

Features

Flexible solution

Distance/hybrid options

Adult students are likely primary audience

Not limited to one provider, but one provider per program

Provision of appropriate support services will be key to success.

Sedney and Jones were thanked for their good work.

Jean Floten of WGU mentioned that a number of students are transferring to WGU in that service area.

Sharpe said data for this region can be found on <http://higheredinfo.org>.

Special Acknowledgement:

Ray Lawton announced he will step down from his seat on the Council at the October meeting. A Resolution was presented and read, along with a plaque given commemorating his work on the Council.

Lawton provided a few words to say goodbye and his thoughts and hopes for the future culture change of the state of Washington and this Council. He gave words of appreciation for Vi Boyer, the Council members, and Council staff.

Chair Maud Daudon adjourned the meeting at 12:30 p.m.